



SPONSORSHIP BOOKLET



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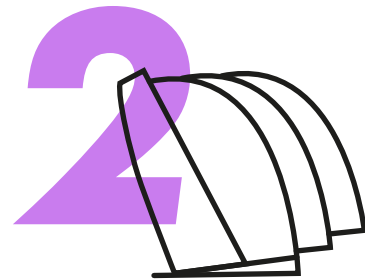
SPONSORSHIP CONCEPT

I WHY COLLABORATE WITH SSL



WORLDWIDE LEVEL

Unique opportunity to engage business with key sailing leaders and with dozen of SSL national teams through the SSL organization which manages the SSL Gold Cup, the real “Football World Cup” in Sailing.



FLEET OF BIG BOATS AT YOUR DISPOSAL

Privileged access to the SSL fleet (10 big SSL47) and to the SSL organization to lead private sailing events for your stakeholders, to set a reference regatta & training center or to launch sailing programs for local youth.



10 MILLION VIEWERS / 25 LANGUAGES

Active support of the SSL media team to help maximizing your visibility through 60 websites translated into 25 languages and through 60 hours of competition broadcasted live on YouTube. (> 10 million viewers/year)



FLEXIBLE & CUSTOMIZED PARTNERSHIP

Power to get customized win-win packages depending on the assets you want to invest (cash or kind) and fitting your goals perfectly (generating sales or content, increasing your visibility or your brand awareness, ...).



GREEN, CLEAN & POSITIVE IMAGE

Perfect opportunity to fit to the current thinking by exploiting the clean image of sailing and the positive image of the SSL which aims to celebrate human and Olympic values, crossing gender, social and financial boundaries.



SECURE & LONG-TERM RELATIONSHIP

Security to collaborate with a recognized Swiss non-profit foundation (Sailors Athletes Foundation – SAF) whose goal is to work over the long term to promote athletes and the Olympic values through the SSL circuit.



SPONSORSHIP CONCEPT

SPONSORSHIP CATEGORIES

SPONSORSHIP CONCEPT

PACKAGES BY CATEGORY

II 3 SPONSORSHIP CATEGORIES

THE SSL/SAF SPONSORSHIP CONCEPT FOCUSES ON COLLABORATION RELATING TO THE FOLLOWING 3 CATEGORIES:

- A. SSL EVENTS

THE COLLABORATION AIMS TO HOST AND/OR TO SUPPORT AN SSL EVENT
- B. SSL/SAF WORLD CIRCUIT

THE COLLABORATION AIMS TO SUPPORT THE SSL/SAF WORLD CIRCUIT
- C. SSL NATIONAL TEAMS

THE COLLABORATION AIMS TO SUPPORT ONE SSL/SAF NATIONAL TEAM

SSL EVENTS	SSL/SAF WORLD CIRCUIT	SSL NATIONAL TEAMS
KEY INFO & ASSETS	KEY INFO & ASSETS	KEY INFO & ASSETS
LABEL: NATION'S WORLD COMPETITION LEVEL: 100% OF THE TOP NATIONS PARTICIPANTS: 65 NATIONAL TEAMS EVENTS: 1 X NATIONS WORLDS EVERY 4 Y. / 30 DAYS 1 X OLYMPIC GAMES (DRAFT) EVERY 4 Y. / 6 DAYS 5 X CONTINENTAL GAMES EVERY 4 Y. / 30 DAYS 5 X CONT. CHAMPIONSHIPS EVERY 4 Y. / 30 DAYS 5 X QUALIFYING SERIES EVERY YEAR / 50 DAYS	LABEL: OFFICIAL WS SPECIAL EVENT LEVEL: 100% OF THE TOP NATIONS PARTICIPANTS: 100.000 ATHLETES RANKING: UNIVERSAL RANKING OF SAILING 100K SAILORS EVENTS: 8-10 COMPETITIONS / YEAR 50 DAYS / YEAR MEDIA: 60 WEBSITES - 30 LANGUAGES 60 COUNTRIES LIVE: 60 HOURS LIVE / YEAR 10M VIEWERS GOODIES: PANINI - LEGO - JERSEYS	LABEL: SSL NATIONAL TEAM LEVEL: WITH THE NATIONAL TOP SAILORS PARTICIPANTS: 15-30 ATHLETES / NATION EVENTS: 2-3 OFFICIAL COMPETITION / YEAR 10 DAYS / YEAR MEDIA: 1 WEBSITE / NATIONS LANGUAGES 1-4 LANGUAGES LIVE: 60 HOURS LIVE / YEAR 10M VIEWERS SOCIALS: 2 SOCIAL NETWORKS / TEAM GOODIES: PANINI - LEGO - JERSEY CUSTOMIZATION

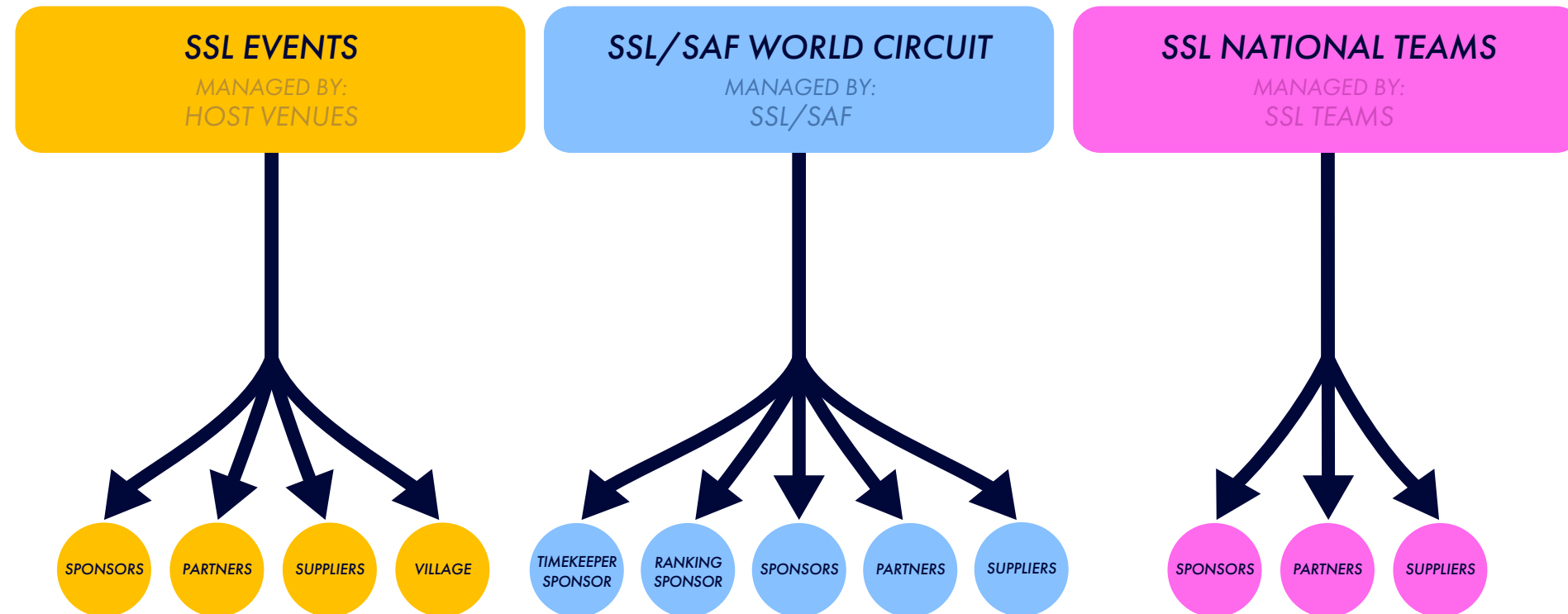
III 4 - 7 PACKAGES FOR EACH CATEGORY

- EACH OF THE 3 SPONSORSHIP CATEGORIES OFFERS FROM 4 TO 7 PACKAGES LISTED IN THE TABLE BELOW
- EACH PACKAGE IS ASSOCIATED WITH A COLOR DEFINED AS FOLLOWS

SSL EVENTS	SSL/SAF WORLD CIRCUIT	SSL NATIONAL TEAMS
7 PACKAGES	5 PACKAGES	4 PACKAGES
HOST VENUE SPONSOR	TIMEKEEPER SPONSOR	MAJOR SPONSOR
GOLD SPONSOR	RANKING SPONSOR	SPONSOR
SILVER SPONSOR	SPONSOR	PARTNER
BRONZE SPONSOR	PARTNER	SUPPLIER
PARTNER	SUPPLIER	
SUPPLIER		
VILLAGE		

IV 3 LEADERS TO MANAGE EACH OF 3 SPONSORSHIP CATEGORIES

- EACH HOST VENUE IS ALLOW TO COMMIT AND MANAGE SPONSORS RELATED TO THE SSL EVENT
- SSL/SAF COMMITS AND MANAGES SPONSORS RELATED TO THE SSL WORLD CIRCUIT (INCLUDED RANKING & TIMEKEEPER)
- EACH SSL NATIONAL TEAM IS ALLOW TO COMMIT AND MANAGE SPONSORS RELATED TO ITS TEAM
- ALL COMMITMENTS GENERATED BY THE HOST AND THE TEAMS MUST BE ANNOUNCED TO SSL/SAF BEFORE SIGNATURE





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**CHOOSE YOUR
SPONSORSHIP**

CHOOSE YOUR SPONSORSHIP SSL EVENTS

A.1 READ OUR COLLABORATION OUTLINES

SPONSOR	HOST VENUE SPONSOR GOLD SPONSOR SILVER SPONSOR BRONZE SPONSOR	SPONSOR - DEFINITION	- It offers access to its audience - It offers money (but also kind according to arrangement)
			- It provides venue and possibilites to organize an event - It covers the costs and manage event sponsorships
			Technical equipment / Food / Service / Transport / Hotel / Media
			Technical equipment / Food / Service / Transport / Hotel / Media
			Technical equipment / Food / Service / Transport / Hotel / Media
PARTNER	PARTNER - OFFICIAL PARTNER - MEDIA PARTNER - INSTITUTIONAL	PARTNER - DEFINITION	- It offers access to its audience - It offers material (which can be kept and/or resold) - It offers a distribution network and sales fees
			Technical equipment / Food / Service / Transport / Hotel / Media
			TV / Internet / Radio / Newspaper City / State / Tourist Office / Sport Ministry
SUPPLIER	SUPPLIER - OFFICIAL	SUPPLIER - DEFINITION	- It offers access to its audience - It offers equipment at a very reduced price
			Technical equipment / Food / Service / Transport / Hotel / Media
VILLAGE	CATERING / STANDS EXHIBITING ANIMATION	VILLAGE - DEFINITION	- It offers access to its audience - It pays the rental fees to sell its own goods or/and to show itself in the venue
			Food / Clothing / Souvenirs
			Car brand / Insurance / Sailing club / Local sport club / Association Inflatable games / Gaming tournament / Boat rental / Concert

CHOOSE YOUR SPONSORSHIP SSL EVENTS

A.2 CHOOSE YOUR PACKAGE

		HOST VENUE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	PARTNER	SUPPLIER	VILLAGE
NAMING RIGHTS	SSL Event/SSL Circuit/SSL Ranking/SSL National Team	•	•	(•)	(•)	(•)	(•)	
BOATS	Hull	•						
	Mainsail		•					
	Kite							
	Boom							
	Jib							
LIVE BROADCAST	Official motorboats	•	•					
	Brand bug	•						
	Marks		•					
	Race timing							
CLOTHING	Start countdown							
	Intro & outro video show	•						
	Host venue video	•						
	Day schedule	•	•					
	Weather forecast		•					
	3D animation - start & finish		•					
	3D animation - boats		•					
	3D animation - marks							
	Team presentation							
	Race results		•					
	Provisional overall		•					
	End graphic	•	•	•	•	•	•	
	Staff / Team caps	•	•					
	Staff / Team polos	•	•					
	Jerseys							
EVENT VISUALS	Official ceremonies	•	•	•	•	•	•	
	Interview wall	•	•	•	•	•	•	
	Printed materials & Booklets	•	•	•	•	•	•	
SOCIAL MEDIA & PRESS	SSL Website / SSL Ranking / SSL Newsletter	•	•	•	•	•		
	SSL social media	•	•	•	•	•		
	Team websites - header	•						
	Team websites - footer							
	Team social media							
VIP EXPERIENCE & VILLAGE	Meeting with athletes	(•)	(•)	(•)	(•)			
	VIP - Corporate Sailing - Kids Programme	(•)	(•)	(•)	(•)			
	Village	(•)	(•)	(•)	(•)	(•)	(•)	•
CREATIVE ACTIVATIONS								
	Branded bricks toy							
	Panini Album	•						
	Poster Calendars	•						
	Sailor's Box	(•)						
		PRICE: TBD	PRICE: TBD	PRICE: TBD	PRICE: TBD	PRICE: TBD	PRICE: TBD	PRICE: TBD

(•) to be discussed

A.3 FILL THE FORM

- A.** If you are interested in a sponsorship, please fill in all **pink areas** in the form below + at least 1 **yellow area** per chapter.
B. After filling all the fields send us the form by email (sponsorship@starsailors.com).
C. We will contact you and finalize all the details. The form is not a contract yet.
D. If you have any questions, please contact us by email (sponsorship@starsailors.com).

1. BRAND INFORMATION

Fill in all pink areas below with information about your brand.

COMPANY NAME	
CONTACT PERSON	
EMAIL	
PHONE	

2. SPONSOR DELIVERABLES

Select the type of deliverable you wish. Tick one of the 3 yellow checkboxes + fill in every pink area (put „0“ for non selected deliverable).

☒	VISIBILITY ON WEBSITE + SOCIAL MEDIA	*		people
☐	CASH PAYMENT	**		\$
☐	PAYMENT IN KIND	**		\$
☐	MIXED (CASH & KIND)	**		\$

* Enter how many people (viewers, fans, followers, readers etc.) you are expecting to reach.

** Enter the value you want to invest.

3. DURATION

Fill in the START DATE and END DATE you would like to collaborate.

START DATE	
END DATE	

4. PACKAGE

Select your package. Tick one of the 7 yellow checkboxes below.

☐	HOST VENUE SPONSOR	
☐	GOLD SPONSOR	
☐	SILVER SPONSOR	
☐	BRONZE SPONSOR	
☐	PARTNER	
☐	SUPPLIER	
☐	VILLAGE	

A.4 CHOOSE YOUR EVENT

Tick the event(-s) you would like to collaborate in yellow checkbox(-es).

☐	2023	08.11–03.12	WORLDS	SSL GOLD CUP
☐	2024	19.01–27.01	ASIA	CHAMPIONSHIP
☐	2024	05.10–03.11	EUROPE	QUALIFIERS - CHAMPIONSHIP
☐	2024	10.11–17.11	EUROPE	TEST - CONTINENTAL GAMES
☐	2024	23.11–08.12	PANAM	QUALIFIERS - CHAMPIONSHIP
☐	2024	09.12–22.12	OLYMPICS	TEST - OLYMPIC GAMES
☐	2025	17.01–25.01	PANAM	CHAMPIONSHIP
☐	2025	26.01–08.02	OCEANIA	CHAMPIONSHIP
☐	2025	26.01–08.02	AFRICA	CHAMPIONSHIP
☐	2025	09.02–15.02	GULF	CHAMPIONSHIP
☐	2025	28.11–06.12	EUROPE	CHAMPIONSHIP
☐	2026	01.09–07.09	WORLDS	SSL GOLD CUP - REPECHAGE
☐	2026	21.10–30.10	ASIA	CHAMPIONSHIP
☐	2026	10.11–05.12	WORLDS	SSL GOLD CUP

A.5 TELL US YOUR WISHES

Put priority of every type of visibility you want from SSL/SAF in pink checkboxes. **XL** - big interest **S** - small interest **O** - no interest

DIRECT VISIBILITY

☐	NAMING RIGHTS	SSL Event/SSL Circuit/SSL Ranking/SSL National Team	p.32
☐	BOATS	Hull	p.46
☐		Mainsail	p.46
☐		Kite	p.46
☐		Boom	p.46
☐		Jib	p.46
☐		Official motorboats	p.47
☐	LIVE BROADCAST	Brand bug	p.50
☐		Marks	p.51
☐		Race timing	p.52
☐		Start countdown	p.53
☐		Intro & outro video show	p.54
☐		Host venue video	p.55
☐		Day schedule	p.56
☐		Weather forecast	p.57
☐		3D animation - start & finish	p.58
☐		3D animation - boats	p.60
☐		3D animation - marks	p.62
☐		Team presentation	p.63
☐		Race results	p.64
☐		Provisional overall	p.65
☐		End graphic	p.66
☐	CLOTHING	Staff / Team caps	p.70/72
☐		Staff / Team polos	p.71/73
☐		Jerseys	p.74
☐	EVENT VISUALS	Official ceremonies	p.78
☐		Interview wall	p.80
☐		Printed materials & Booklets	p.82
☐	SOCIAL MEDIA & PRESS	SSL Website / SSL Ranking / SSL Newsletter	p.86
☐		SSL social media	p.90
☐		Team websites - header	p.92
☐		Team websites - footer	p.93
☐		Team social media	p.94

VIP EXPERIENCE & VILLAGE

☐	MEETING WITH THE CHAMPIONS/SSL NATIONAL TEAM	p.98
☐	MOTIVATION SPEECH	p.98
☐	RACING AGAINST THE CHAMPIONS/SSL NATIONAL TEAM	p.99
☐	SAILING WITH THE CHAMPIONS/SSL NATIONAL TEAM	p.99
☐	KIDS PROGRAMME	p.100
☐	EXHIBITING IN THE VILLAGE	p.101
☐	YOUR SUGGESTION	

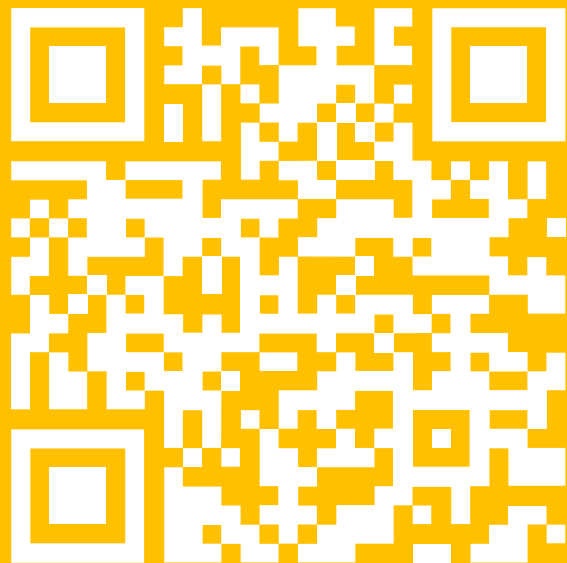
CREATIVE ACTIVATIONS

☐	BRANDED BRICKS TOY	p.104
☐	PANINI ALBUM & STICKERS	p.105
☐	POSTER CALENDARS	p.106
☐	SAILOR'S BOX	p.108

OTHERS

☐		
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WATCH SOME ACTIONS





CHOOSE YOUR SPONSORSHIP

SSL/SAF WORLD CIRCUIT

CHOOSE YOUR SPONSORSHIP

SSL/SAF WORLD CIRCUIT

B.1 READ OUR COLLABORATION OUTLINES

SPONSOR	TIMEKEEPER SPONSOR RANKING SPONSOR SPONSOR	SPONSOR - DEFINITION	• It offers access to its audience • It offers money (but also kind according to arrangement)
			Watch brand / Technical equipment
			Technical equipment / Food / Service / Transport / Hotel / Media
			Technical equipment / Food / Service / Transport / Hotel / Media
PARTNER	PARTNER - OFFICIAL PARTNER - MEDIA PARTNER - INSTITUTIONAL	PARTNER - DEFINITION	• It offers access to its audience • It offers material (which can be kept and/or resold) • It offers a distribution network and sales fees
			Technical equipment / Food / Service / Transport / Hotel / Media
			TV / Internet / Radio / Newspaper
			City / State / Tourist Office / Sport Ministry
SUPPLIER	SUPPLIER - OFFICIAL	SUPPLIER - DEFINITION	• It offers access to its audience • It offers equipment at a very reduced price
			Technical equipment / Food / Service / Transport / Hotel / Media

B.2 CHOOSE YOUR PACKAGE

		TIMEKEEPER SPONSOR	RANKING SPONSOR	SPONSOR	PARTNER	SUPPLIER
NAMING RIGHTS	SSL Event/SSL Circuit/SSL Ranking/SSL National Team	(•)	•	(•)	(•)	(•)
BOATS	Hull					
	Mainsail					
	Kite					
	Boom					
	Jib			•		
	Official motorboats	•		•		
LIVE BROADCAST	Brand bug					
	Marks					
	Race timing	•				
	Start countdown	•				
	Intro & outro video show					
	Host venue video					
	Day schedule			•		
	Weather forecast					
	3D animation - start & finish					
	3D animation - boats			•		
	3D animation - marks			•		
	Team presentation					
	Race results	•				
	Provisional overall			•		
	End graphic	•		•	•	•
CLOTHING	Staff / Team caps			•		
	Staff / Team polos			•		
	Jerseys			(•)		
EVENT VISUALS	Official ceremonies	•		•	•	•
	Interview wall	•		•	•	•
	Printed materials & Booklets	•	(•)	•	•	•
SOCIAL MEDIA & PRESS	SSL Website / SSL Ranking / SSL Newsletter	•	•	•	•	
	SSL social media	•	•	•	•	
	Team websites - header					
	Team websites - footer					
	Team social media					
VIP EXPERIENCE & VILLAGE	Meeting with athletes	(•)		(•)		
	VIP - Corporate Sailing - Kids Programme	(•)		(•)		
	Village	(•)		(•)	(•)	(•)
CREATIVE ACTIVATIONS	Branded bricks toy			•		
	Panini Album			•		
	Poster Calendars			•		
	Sailor's Box	(•)	(•)	(•)	(•)	
(•) to be discussed		PRICE: TBD	PRICE: TBD	PRICE: TBD	PRICE: TBD	PRICE: TBD

B.3 FILL THE FORM

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☐	CASH PAYMENT	**		\$
☐	PAYMENT IN KIND	**		\$
☐	MIXED (CASH & KIND)	**		\$

* Enter how many people (viewers, fans, followers, readers etc.) you are expecting to reach.

** Enter the value you want to invest.

3. DURATION

Fill in the START DATE and END DATE you would like to collaborate.

START DATE	
END DATE	

4. PACKAGE

Select your package. Tick one of the 4 yellow checkboxes below.

☐	TIMEKEEPER SPONSOR	
☐	RANKING SPONSOR	
☐	SPONSOR	
☐	PARTNER	
☐	SUPPLIER	

B.4 TELL US YOUR WISHES

Put priority of every type of visibility you want from SSL/SAF in pink checkboxes. **XL** - big interest **S** - small interest **0** - no interest

DIRECT VISIBILITY

☐	NAMING RIGHTS	SSL Event/SSL Circuit/SSL Ranking/SSL National Team	p.32
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		Mainsail	p.46
		Kite	p.46
		Boom	p.46
		Jib	p.46
		Official motorboats	p.47
☐	LIVE BROADCAST	Brand bug	p.50
		Marks	p.51
		Race timing	p.52
		Start countdown	p.53
		Intro & outro video show	p.54
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		3D animation - start & finish	p.58
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		Race results	p.64
		Provisional overall	p.65
		End graphic	p.66
☐	CLOTHING	Staff / Team caps	p.70/72
		Staff / Team polos	p.71/73
		Jerseys	p.74
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		Interview wall	p.80
		Printed materials & Booklets	p.82
☐	SOCIAL MEDIA & PRESS	SSL Website / SSL Ranking / SSL Newsletter	p.86
		SSL social media	p.90
		Team websites - header	p.92
		Team websites - footer	p.93
		Team social media	p.94

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☐	SAILING WITH THE CHAMPIONS/SSL NATIONAL TEAM	p.99
☐	KIDS PROGRAMME	p.100
☐	EXHIBITING IN THE VILLAGE	p.101
☐	YOUR SUGGESTION	

CREATIVE ACTIVATIONS

☐	BRANDED BRICKS TOY	p.104
☐	PANINI ALBUM & STICKERS	p.105
☐	POSTER CALENDARS	p.106
☐	SAILOR'S BOX	p.108

OTHERS

☐	
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CHOOSE YOUR SPONSORSHIP

SSL NATIONAL TEAMS

CHOOSE YOUR SPONSORSHIP

SSL NATIONAL TEAMS

C.1 READ OUR COLLABORATION OUTLINES

SPONSOR	TEAM MAJOR SPONSOR	SPONSOR - DEFINITION	• It offers access to its audience • It offers money (but also kind according to arrangement)
	TEAM SPONSOR		Technical equipment / Food / Service / Transport / Hotel / Media
PARTNER	PARTNER - OFFICIAL	PARTNER - DEFINITION	• It offers access to its audience • It offers material (which can be kept and/or resold) • It offers a distribution network and sales fees
	PARTNER - MEDIA		Technical equipment / Food / Service / Transport / Hotel / Media
	PARTNER - INSTITUTIONAL		TV / Internet / Radio / Newspaper City / State / Tourist Office / Sport Ministry
SUPPLIER	SUPPLIER - OFFICIAL	SUPPLIER - DEFINITION	• It offers access to its audience • It offers equipment at a very reduced price
			Technical equipment / Food / Service / Transport / Hotel / Media

C.2 CHOOSE YOUR PACKAGE

		MAJOR SPONSOR	SPONSOR	PARTNER	SUPPLIER
NAMING RIGHTS	SSL Event/SSL Circuit/SSL Ranking/SSL National Team	•	(•)	(•)	(•)
BOATS	Hull				
	Mainsail				
	Kite	•			
	Boom	•	•		
	Jib				
	Official motorboats				
LIVE BROADCAST	Brand bug				
	Marks				
	Race timing				
	Start countdown				
	Intro & outro video show				
	Host venue video				
	Day schedule				
	Weather forecast				
	3D animation - start & finish				
	3D animation - boats	•			
	3D animation - marks				
	Team presentation	•	•		
	Race results				
CLOTHING	Provisional overall				
	End graphic				
	Staff / Team caps	•	•		
	Staff / Team polos	•	•		
	Jerseys				
EVENT VISUALS	Official ceremonies				
	Interview wall				
	Printed materials & Booklets				
SOCIAL MEDIA & PRESS	SSL Website / SSL Ranking / SSL Newsletter				
	SSL social media				
	Team websites - header	•			
	Team websites - footer	•	•	•	•
	Team social media	•	•		
VIP EXPERIENCE & VILLAGE	Meeting with athletes	(•)	(•)		
	VIP - Corporate Sailing - Kids Programme	(•)			
	Village				
CREATIVE ACTIVATIONS	Branded bricks toy				
	Panini Album	•	•		
	Poster Calendars	•	•		
	Sailor's Box	(•)			
		PRICE: TBD	PRICE: TBD	PRICE: TBD	PRICE: TBD

(•) to be discussed

C.3 FILL THE FORM

- A.** If you are interested in a sponsorship, please fill in all pink areas in the form below + at least 1 yellow area per chapter.
B. After filling all the fields send us the form by email (sponsorship@starsailors.com).
C. We will contact you and finalize all the details. The form is not a contract yet.
D. If you have any questions, please contact us by email (sponsorship@starsailors.com).

1. BRAND INFORMATION

Fill in all pink areas below with information about your brand.

COMPANY NAME	
CONTACT PERSON	
EMAIL	
PHONE	

2. SPONSOR DELIVERABLES

Select the type of deliverable you wish. Tick one of the 3 yellow checkboxes + fill in every pink area (put „0“ for non selected deliverable).

☒	VISIBILITY ON WEBSITE + SOCIAL MEDIA	*		people
☐	CASH PAYMENT	**		\$
☐	PAYMENT IN KIND	**		\$
☐	MIXED (CASH & KIND)	**		\$

* Enter how many people (viewers, fans, followers, readers etc.) you are expecting to reach.

** Enter the value you want to invest.

3. DURATION

Fill in the START DATE and END DATE you would like to collaborate.

START DATE	
END DATE	

4. PACKAGE

Select your package. Tick one of the 4 yellow checkboxes below.

☐	MAJOR SPONSOR	
☐	SPONSOR	
☐	PARTNER	
☐	SUPPLIER	

C.4 CHOOSE YOUR TEAM

Select territory(-ies) you want to sponsor by ticking yellow checkbox(-es). You can tick as many as you want.

☐ NORTH & SOUTH AMERICA	☐ AFRICA	☐ ASIA	☐ EUROPE	☐ OCEANIA	
☐ Antigua & Barbuda	☐ South Africa	☐ Bahrain	☐ Austria	☐ Israel	☐ Australia
☐ Argentina		☐ China	☐ Belgium	☐ Lithuania	☐ New Zealand
☐ Bermuda		☐ Hong Kong	☐ Bulgaria	☐ Netherlands	☐ Tahiti
☐ Brazil		☐ India	☐ Croatia	☐ Norway	
☐ Canada		☐ Japan	☐ Czech Republic	☐ Poland	
☐ Chile		☐ Malaysia	☐ Denmark	☐ Portugal	
☐ Cuba		☐ Oman	☐ Estonia	☐ Slovenia	
☐ Ecuador		☐ Singapore	☐ Finland	☐ Serbia	
☐ Guatemala		☐ South Korea	☐ France	☐ Spain	
☐ Mexico		☐ Thailand	☐ Germany	☐ Switzerland	
☐ Peru			☐ Great Britain	☐ Sweden	
☐ Puerto Rico			☐ Hungary	☐ Turkey	
☐ United States of America			☐ Ireland	☐ Ukraine	
☐ Uruguay			☐ Italy		
☐ Venezuela					

NOTE: New countries will be added when officially enrolled by the SSL Selection Board.

C.5 TELL US YOUR WISHES

Put priority of every type of visibility you want from SSL/SAF in pink checkboxes. **XL** - big interest **S** - small interest **O** - no interest

DIRECT VISIBILITY

☐	NAMING RIGHTS	SSL Event/SSL Circuit/SSL Ranking/SSL National Team	p.32
☐	BOATS	Hull	p.46
		Mainsail	p.46
		Kite	p.46
		Boom	p.46
		Jib	p.46
		Official motorboats	p.47
☐	LIVE BROADCAST	Brand bug	p.50
		Marks	p.51
		Race timing	p.52
		Start countdown	p.53
		Intro & outro video show	p.54
		Host venue video	p.55
		Day schedule	p.56
		Weather forecast	p.57
		3D animation - start & finish	p.58
		3D animation - boats	p.60
		3D animation - marks	p.62
		Team presentation	p.63
		Race results	p.64
		Provisional overall	p.65
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☐	CLOTHING	Staff / Team caps	p.70/72
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		Jerseys	p.74
☐	EVENT VISUALS	Official ceremonies	p.78
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		SSL social media	p.90
		Team websites - header	p.92
		Team websites - footer	p.93
		Team social media	p.94

VIP EXPERIENCE & VILLAGE

☐	MEETING WITH THE CHAMPIONS/SSL NATIONAL TEAM	p.98
☐	MOTIVATION SPEECH	p.98
☐	RACING AGAINST THE CHAMPIONS/SSL NATIONAL TEAM	p.99
☐	SAILING WITH THE CHAMPIONS/SSL NATIONAL TEAM	p.99
☐	KIDS PROGRAMME	p.100
☐	EXHIBITING IN THE VILLAGE	p.101
☐	YOUR SUGGESTION	

CREATIVE ACTIVATIONS

☐	BRANDED BRICKS TOY	p.104
☐	PANINI ALBUM & STICKERS	p.105
☐	POSTER CALENDARS	p.106
☐	SAILOR'S BOX	p.108

OTHERS

☐		
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3

EXAMPLES OF ALL VISIBILITIES

— BY SAILORS
... FOR SAILORS —

NAMING RIGHTS

- SSL EVENTS
- SSL CIRCUIT
- SSL RANKING
- SSL NATIONAL TEAM

SSL



BRANDED NAMING

SSL EVENTS	
• SSL GOLD CUP	SSL GOLD CUP, VENUE 2023
• SSL CONTINENTAL CHAMPIONSHIP	SSL EUROPEAN CHAMPIONSHIP, VENUE 2023
• SSL QUALIFYING SERIES	BRAND NAME SSL QUALIFYING SERIES
• SSL TEST EVENT	BRAND NAME SSL TEST EVENT
• SSL CHARITY CUP	BRAND NAME CUP
SSL/SAF WORLD CIRCUIT	
• GLOBAL CIRCUIT	SSL WORLD CIRCUIT POWERED BY BRAND NAME
• SSL RANKING	BRAND NAME SSL RANKING
SSL NATIONAL TEAMS	
• SSL TEAM	SSL TEAM SWEDEN POWERED BY BRAND NAME

SSL GOLD CUP SSL CONTINENTAL CHAMPIONSHIPS



The name of the Host Venue with the year will be integrated into the logo of the event.



EXAMPLES:



SSL QUALIFYING SERIES SSL TEST EVENTS SSL CHARITY CUP

1	BRAND NAME	GOLD SPONSOR
---	------------	--------------

Logo of the Title Sponsor will be integrated into the event logo.

For the Charity Cup: based on the final agreements, the name of the cup may be entirely the name of the sponsor.

1



EXAMPLES:



SSL EVENT SPONSOR

SSL/SAF WORLD CIRCUIT SPONSOR

SSL NATIONAL TEAMS SPONSOR

SSL EVENT SPONSOR SSL EVENT PARTNER SSL EVENT SUPPLIER

1	BRAND NAME				
GOLD SPONSOR		SILVER SPONSOR	BRONZE SPONSOR	PARTNER	SUPPLIER

Logo of the SSL Event Sponsor/Partner/Supplier will be associated with the event logo.

1



OFFICIAL EVENT SUPPLIER



EXAMPLE:



SSL EVENT SPONSOR

SSL/SAF WORLD CIRCUIT SPONSOR

SSL NATIONAL TEAMS SPONSOR

SSL TIMEKEEPER SPONSOR



Logo of the Timekeeper Sponsor will be associated with the circuit logo.



OFFICIAL TIMEKEEPER



1

EXAMPLES:



SSL EVENT SPONSOR

SSL/SAF WORLD CIRCUIT SPONSOR

SSL NATIONAL TEAMS SPONSOR

SSL RANKING



Logo of the Official Ranking Sponsor will be integrated next to SSL Ranking logo.



1

EXAMPLES:



SSL EVENT SPONSOR

SSL/SAF WORLD CIRCUIT SPONSOR

SSL NATIONAL TEAMS SPONSOR

SSL WORLD CIRCUIT



Logo of the SSL/SAF World Circuit Sponsor will be associated with the circuit logo.



POWERED BY



1

EXAMPLES:



SSL EVENT SPONSOR

SSL/SAF WORLD CIRCUIT SPONSOR

SSL NATIONAL TEAMS SPONSOR

SSL/SAF PARTNER SSL/SAF SUPPLIER



Logo of the SSL/SAF Partner/Supplier will be associated with the circuit logo.



OFFICIAL SSL/SAF SUPPLIER



1

EXAMPLES:



SSL EVENT SPONSOR

SSL/SAF WORLD CIRCUIT SPONSOR

SSL NATIONAL TEAMS SPONSOR

SSL NATIONAL TEAMS

1 BRAND NAME MAJOR SPONSOR

Logo of the Major Sponsor of SSL National Team will be associated with the Team logo.

Team sponsor cannot be in the team name which is always in the following format "SSL TEAM <<NATION>>"



POWERED BY



1

EXAMPLES:



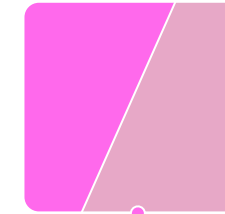
TEAM SPONSOR TEAM PARTNER TEAM SUPPLIER

1 BRAND NAME SPONSORS PARTNERS SUPPLIERS

Logo of the Team Sponsor/Partner/Supplier will be associated with the Team logo.



OFFICIAL TEAM SUPPLIER



1

EXAMPLES:



— BY SAILORS
... FOR SAILORS —

BOATS

- HULL
- MAINSAIL
- KITE
- BOOM
- JIB
- OFFICIAL MOTORBOATS

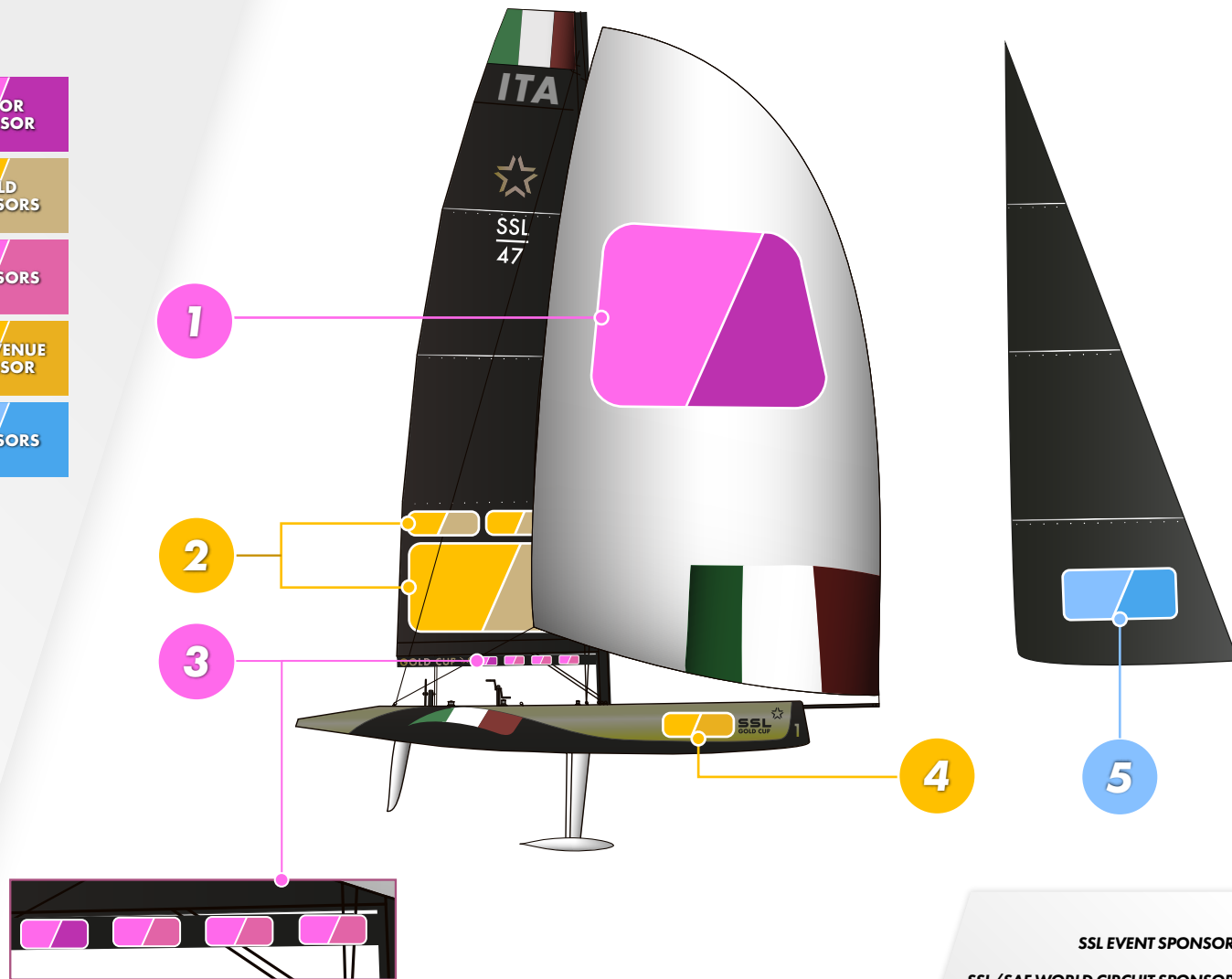


SSL47 BOAT

1	KITE	MAJOR SPONSOR
2	MAINSAIL	GOLD SPONSORS
3	BOOM	MAJOR SPONSOR SPONSORS
4	HULL	HOST VENUE SPONSOR
5	JIB	SPONSORS

All of the logos on the racing boat cannot contain a national flag to avoid confusion between teams.

1. Kite - extra cost to produce the kite. Branding presence of Team sponsorships that do not conflict with any exclusivity granted to any Commercial Rights partner.
2. Mainsail - Gold Sponsors logo on the bottom of sail. Logo must be in the monochrome version.
3. Boom - monochrome logo for Team Major Sponsor and Team Sponsors, maximum 4. Branding presence of Team sponsorships that do not conflict with any exclusivity granted to any Commercial Rights partner.
4. Hull - monochrome logo of Host Venue Sponsor.
5. Jib - SSL/SAF Sponsor logo on the bottom of sail. Logo must be in the monochrome version.



OFFICIAL MOTORBOATS

1	RACE COMMITTEE	HOST VENUE SPONSOR	GOLD SPONSORS
2	RACE COMMITTEE	TIMEKEEPER SPONSOR	SPONSORS

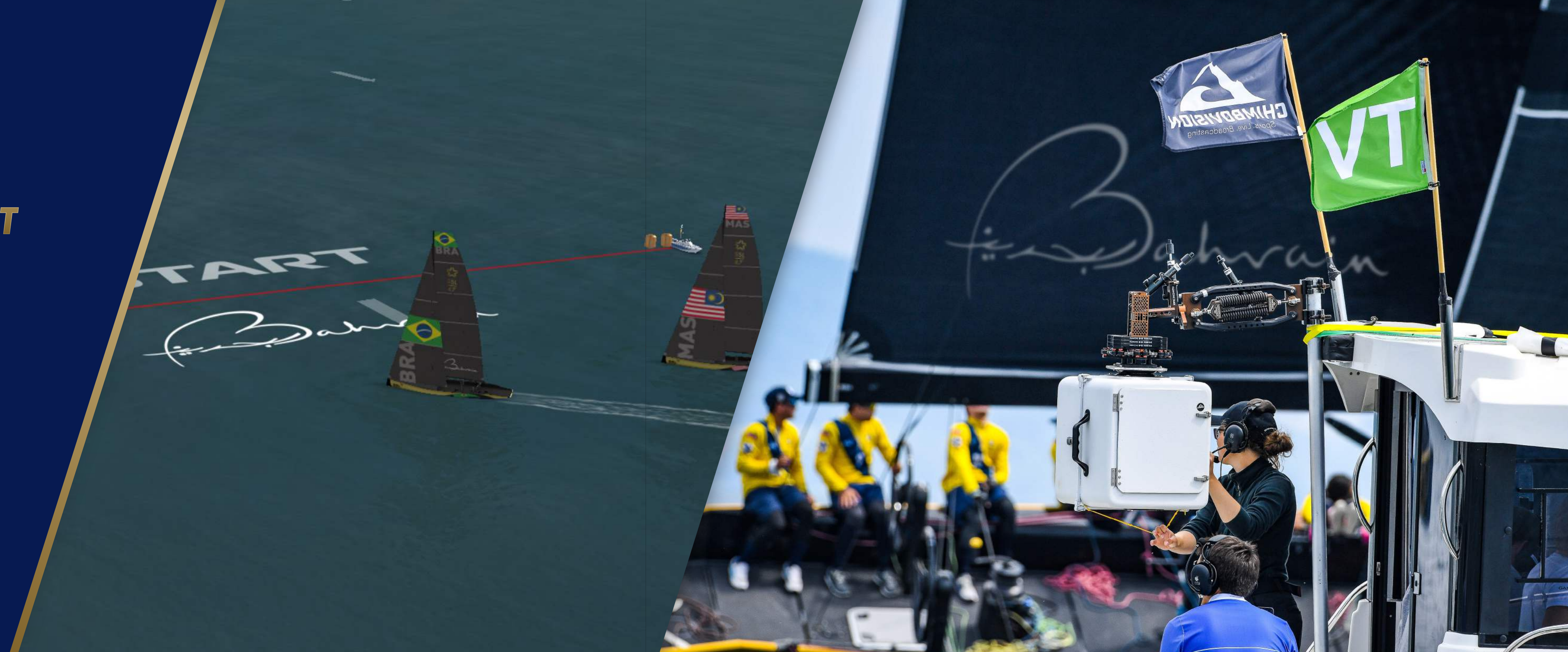
Flags or stickers of the sponsor will be displayed on the Race Committee. As this boat is provided by the Host Venue, visibility will depend on possibilities.



— BY SAILORS
... FOR SAILORS —

LIVE BROADCAST

- BRAND BUG
- MARKS
- RACE TIMING
- START COUNTDOWN
- INTRO & OUTRO VIDEO SHOW
- HOST VENUE VIDEO
- DAY SCHEDULE
- WEATHER FORECAST
- 3D ANIMATION - START & FINISH
- 3D ANIMATION - BOATS
- 3D ANIMATION - MARKS
- TEAM PRESENTATION
- RACE RESULTS
- PROVISIONAL OVERALL
- END GRAPHIC



BRAND BUG

1 BOTTOM LEFT

HOST VENUE
SPONSOR

Brand bug will be displayed during the whole live show. Host Venue name and year will be combined with the event logo. It will be a monochrome logo with transparency in a fixed position.



RACING MARKS

1 STICKERS

GOLD
SPONSORS

Stickers with Gold Sponsors monochrome logos on the real marks.



RACE TIMING GRAPHIC

1 TOP LEFT

TIMEKEEPER
SPONSOR

Official Timekeeper logo will be displayed multiple times on the leaderboards during:

- mark rounding (~3 min. per race)
- finish line crossing (~1 min. per race)

Logo must be in a horizontal format.

1



START COUNTDOWN GRAPHIC

1 TOP LEFT

TIMEKEEPER
SPONSOR

Official Timekeeper logo will be displayed next to the countdown to the start at least during 1 minute. Logo must be in a horizontal format.

1



INTRO & OUTRO VIDEO SHOW

1 UNDER LOGO

HOST VENUE
SPONSOR

Intro video will be displayed at the beginning of the live show. Outro video will be displayed at the end of the live show. Host Venue name and year will be combined with the event logo.

1



HOST VENUE VIDEO

1 LOGO

HOST VENUE
SPONSOR

Promotional video of the country/city/specific activity of the Host Venue at least once a day. Video is provided by the Host Venue and must be approved by SSL Broadcast Department.

1



DAY SCHEDULE

1	HEADER	HOST VENUE SPONSOR
2	LEFT FOOTER	GOLD SPONSORS
3	RIGHT FOOTER	SPONSORS

Day Schedule graphic will be displayed at least once a day.

- Header - Host Venue name and year will be combined with logo above.
- Left footer - Gold Sponsor logo must be in a horizontal format.
- Right footer - SSL/SAF Sponsor logo must be in a horizontal format.



WEATHER FORECAST GRAPHIC

1	BOTTOM RIGHT	GOLD SPONSORS
---	--------------	---------------

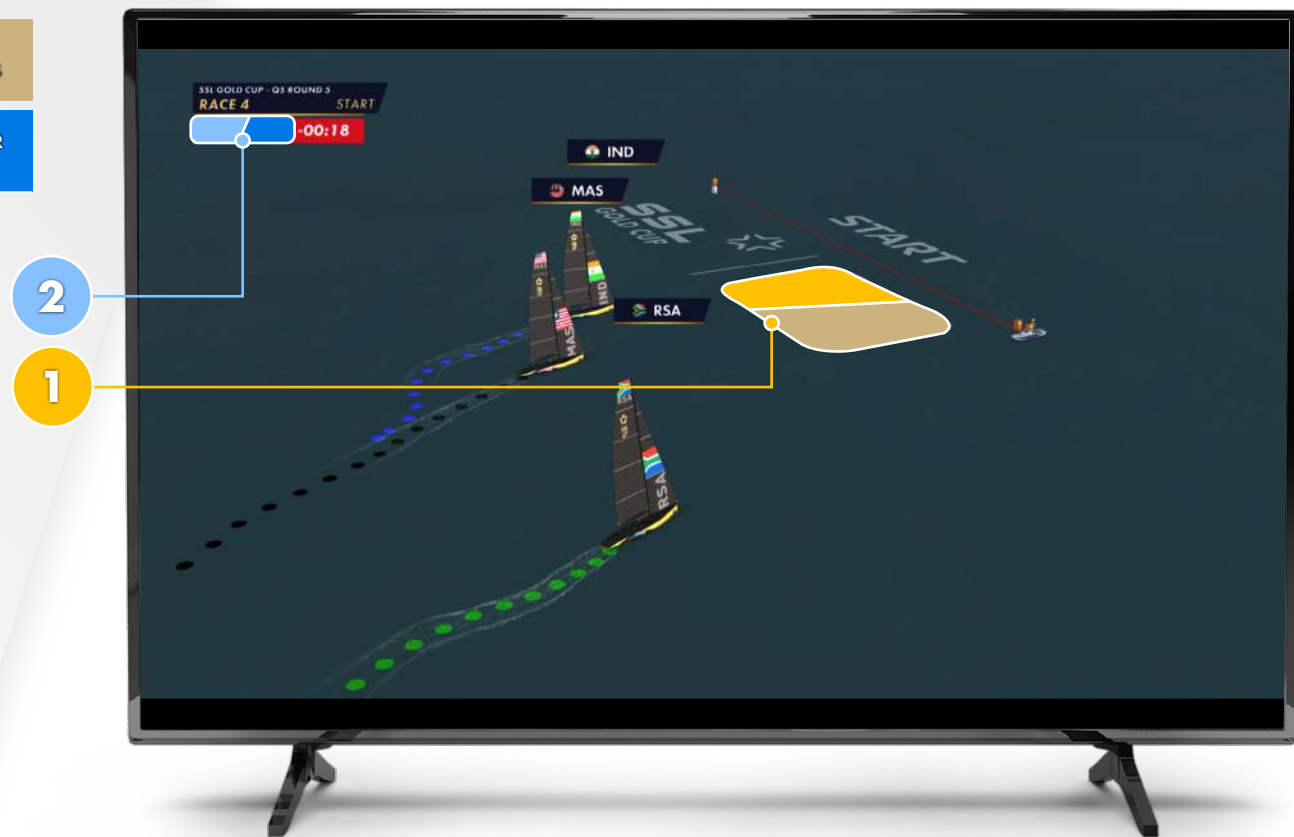
Gold Sponsor will be displayed on the Weather forecast graphic at least once a day. Logo must be in a horizontal format.



3D ANIMATION

1	START LINE	GOLD SPONSORS
2	START COUNTDOWN	TIMEKEEPER SPONSOR

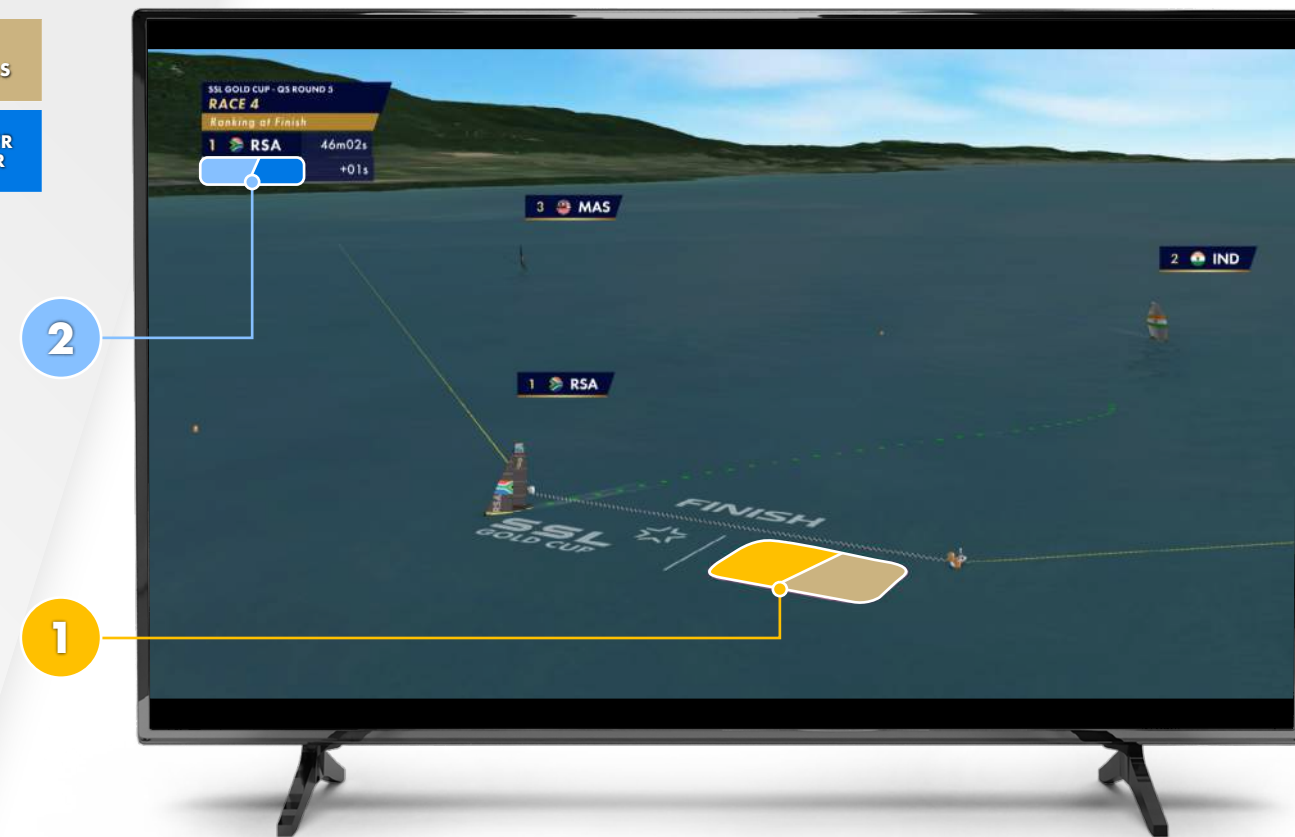
Start Line - monochrome logo will be displayed before each race next to the start line when 3D animation is in use.



3D ANIMATION

1	FINISH LINE	GOLD SPONSORS
2	RACE TIMING	TIMEKEEPER SPONSOR

Finish Line - monochrome logo will be displayed at the end of the race next to the finish line when 3D animation is in use.



3D ANIMATION

1	MAINSAIL	GOLD SPONSORS
2	JIB	SPONSORS
3	RACE TIMING	TIMEKEEPER SPONSOR

Mainsail - Gold Sponsor logo will be combined with 3D model of the boat.

Jib - SSL/SAF Sponsor logo will be combined with 3D model of the boat.

Race Timing - Official Timekeeper logo will appear a few times during the race under the clock in the right bottom corner.



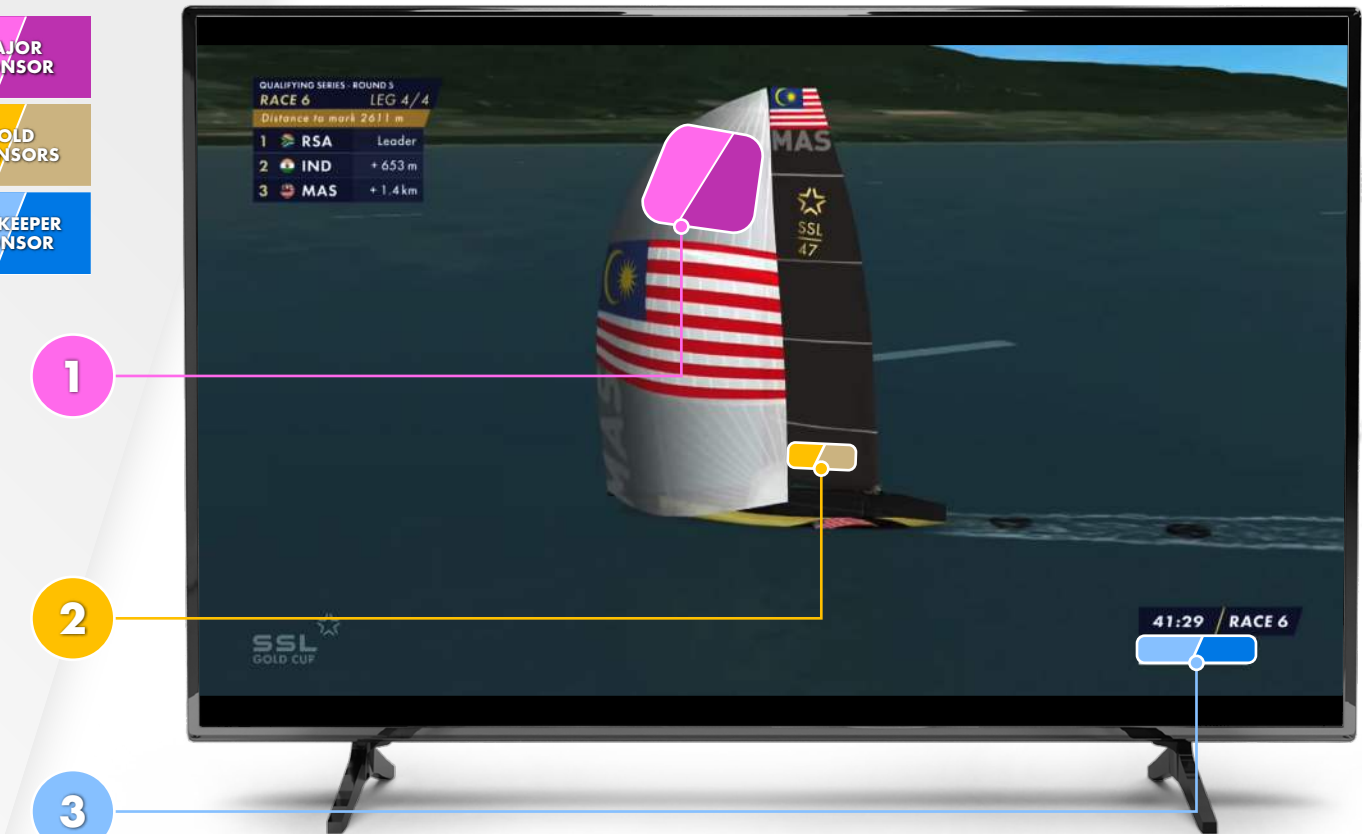
3D ANIMATION

1	KITE	MAJOR SPONSOR
2	MAINSAIL	GOLD SPONSORS
3	RACE TIMING	TIMEKEEPER SPONSOR

Kite - Team Major Sponsor logo will be combined with 3D model of the boat.

Mainsail - Gold Sponsor logo will be combined with 3D model of the boat.

Race Timing - Official Timekeeper logo will appear a few times during the race under the clock in the right bottom corner.



3D ANIMATION

1	MARKS	SPONSORS
2	RACE TIMING	TIMEKEEPER SPONSOR

Marks - monochrome logo of the SSL/SAF Sponsor will be displayed before/after marks rounding when 3D animation is in use.



TEAM PRESENTATION

1	FOOTER - 1 ST LOGO	MAJOR SPONSOR
2	FOOTER - RIGHT	SPONSORS

Team presentation graphic will be displayed before the race for at least 20 seconds. Sponsor logos must be in a horizontal format.



RACE RESULTS

1	LEFT FOOTER	GOLD SPONSORS
2	RIGHT FOOTER	TIMEKEEPER SPONSOR

Race Results graphic will be displayed after each race. Logos must be in a horizontal format.

1. Left footer - Gold Sponsor logo will be displayed on the left footer.
2. Right footer - Timekeeper Sponsor logo will be displayed on the right footer.



PROVISIONAL OVERALL

1	LEFT FOOTER	GOLD SPONSORS
2	RIGHT FOOTER	SPONSORS

Provisional overall graphic will be displayed after each race. Logos must be in a horizontal format.

1. Left footer - Gold Sponsor logo will be displayed on the left footer.
2. Right footer - SSL/SAF Sponsor logo will be displayed on the right footer.



END GRAPHIC

1	1 ST ROW			HOST VENUE SPONSOR
2	1 ST ROW	TIMEKEEPER SPONSOR	SPONSORS	PARTNERS
3	2 ND ROW		GOLD SPONSORS	SILVER SPONSORS
4	3 RD ROW		BRONZE SPONSORS	PARTNERS
5	4 TH ROW			SUPPLIERS
6	4 TH ROW			SUPPLIERS

End graphic will be displayed only on Youtube replay.
The design will be determined after all sponsors are known.



SSL EVENT SPONSOR
SSL/SAF WORLD CIRCUIT SPONSOR
SSL NATIONAL TEAMS SPONSOR

JOIN THE LIVE



— BY SAILORS
... FOR SAILORS —

CLOTHING

- STAFF CAPS
- STAFF POLOS
- TEAM CAPS
- TEAM POLOS
- JERSEYS

SSL 



*example

STAFF CAPS

1	SIDE A	HOST VENUE SPONSOR
2	BACK	SPONSORS
3	SIDE B	GOLD SPONSORS

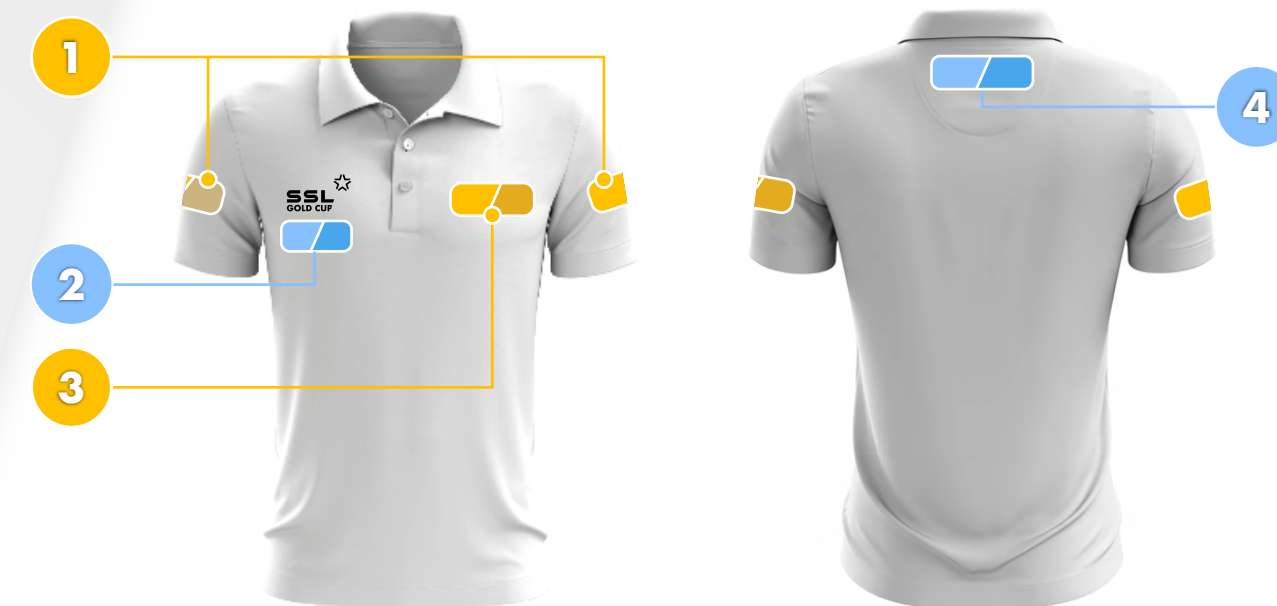
Caps will be dedicated for the staff. Visible during and after the event.
Logos on the cap need to be approved by SSL to avoid incorrect design.



STAFF POLOS

1	SIDES	GOLD SPONSORS
2	FRONT - RIGHT	SPONSORS
3	FRONT - LEFT	HOST VENUE SPONSOR
4	BACK	SPONSORS

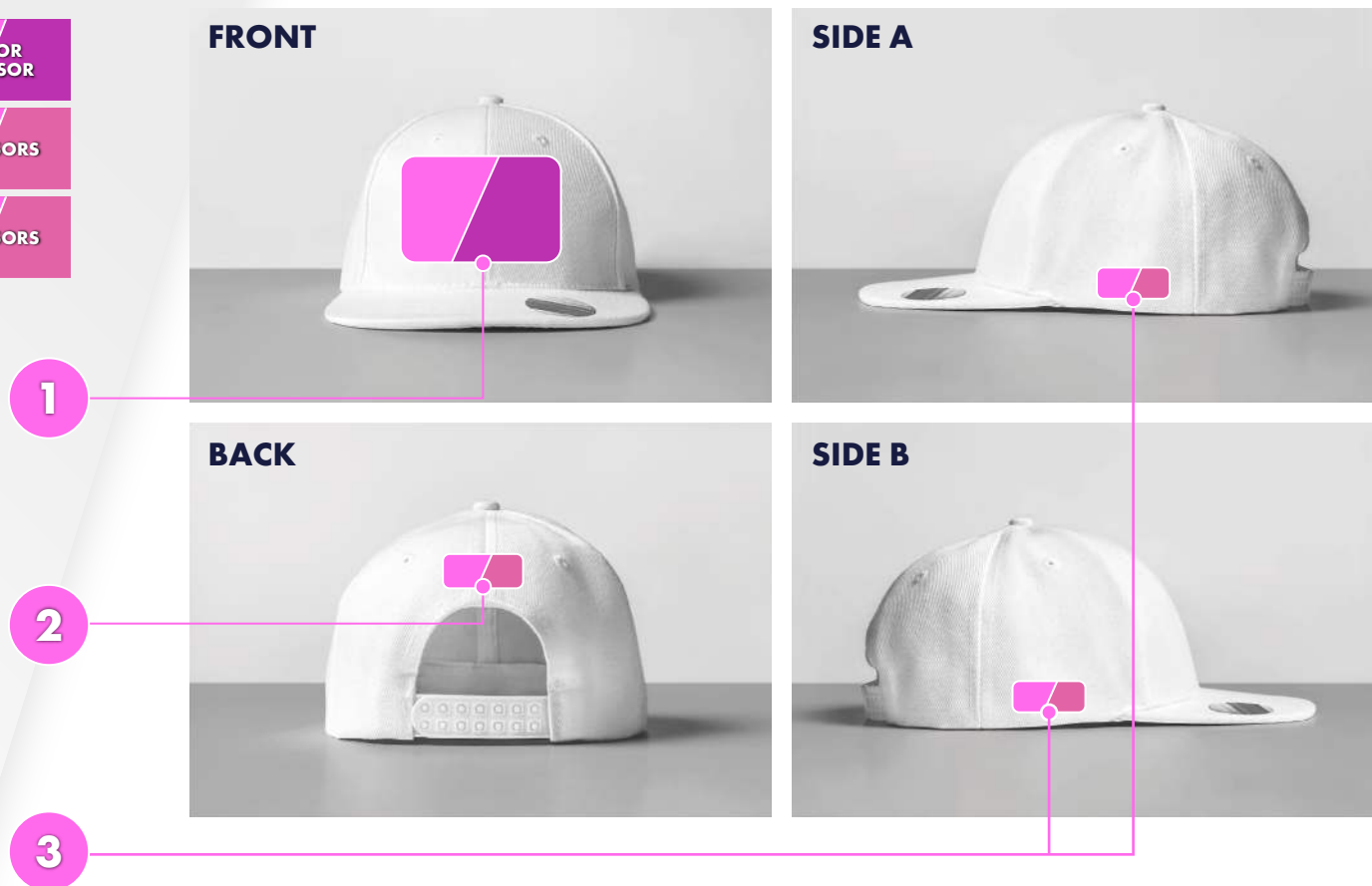
Polos will be dedicated for the staff. Visible during and after the event.
Logos on the polo need to be approved by SSL to avoid incorrect design.



TEAM CAPS

1	FRONT	MAJOR SPONSOR
2	BACK	SPONSORS
3	SIDES	SPONSORS

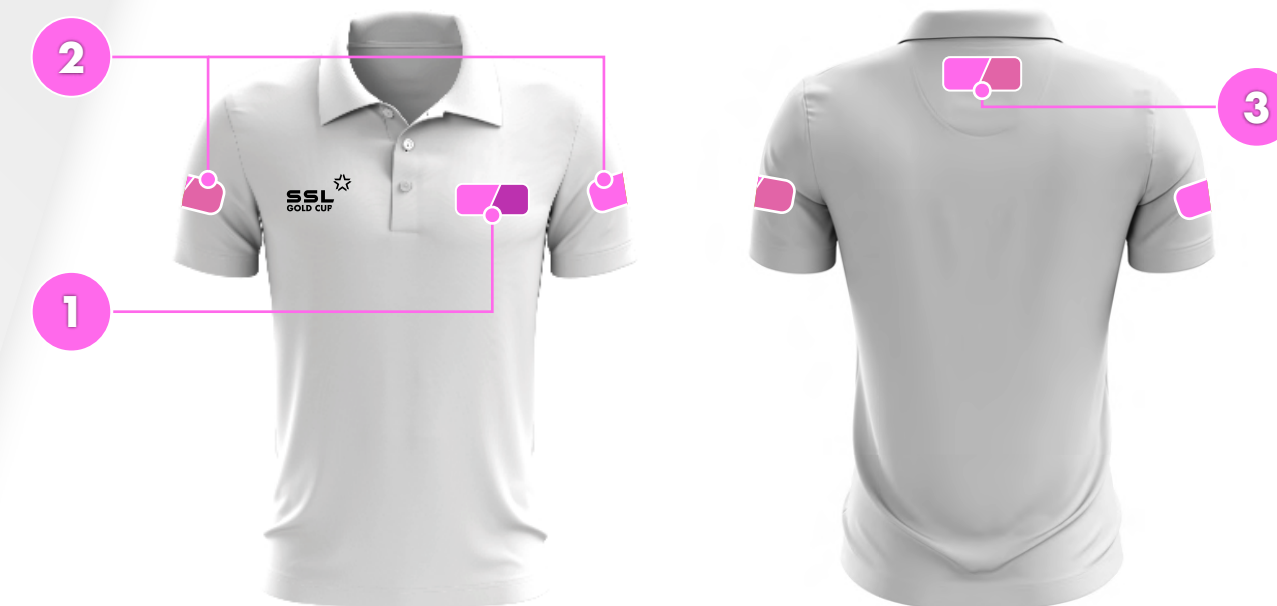
Caps will be dedicated for the team. Visible during and after the event. Logos on the caps need to be approved by SSL to avoid incorrect design. Branding presence of Team sponsorships that do not conflict with any exclusivity granted to any Commercial Rights partner. Extra cost for production.



TEAM POLOS

1	FRONT	MAJOR SPONSOR
2	SIDES	SPONSORS
3	BACK	SPONSORS

Polos will be dedicated for the team. Visible during and after the event. Logos on the polo need to be approved by SSL to avoid incorrect design. Branding presence of Team sponsorships that do not conflict with any exclusivity granted to any Commercial Rights partner. Extra cost for production.



JERSEYS

1

FRONT

SPONSOR

Jerseys will be produced for all participating teams. Logo of the Official Equipment Sponsor will be placed on the chest. Logo must be in a monochrome format.

1



SSL EVENT SPONSOR

SSL/SAF WORLD CIRCUIT SPONSOR

SSL NATIONAL TEAMS SPONSOR

VISIT THE SHOP



— BY SAILORS
... FOR SAILORS —

BRANDING PRESENCE

- OFFICIAL CEREMONIES
- INTERVIEW WALL
- PRINTED MATERIALS & BOOKLETS



OFFICIAL CEREMONIES

1 BACKDROP				
HOST VENUE SPONSOR	GOLD SPONSORS	SILVER SPONSORS	BRONZE SPONSORS	PARTNERS
SUPPLIERS	TIMEKEEPER SPONSOR	SPONSORS	PARTNERS	SUPPLIERS

Official ceremonies will take place during the event, such as:

- opening ceremony
- prize giving ceremony

Each of them will be held using a backdrop with the logo of all sponsors.

Depending on the sponsorship agreements, it will be possible to present the brand during ceremonies in a different way than the logo on the wall.

OFFICIAL CEREMONIES

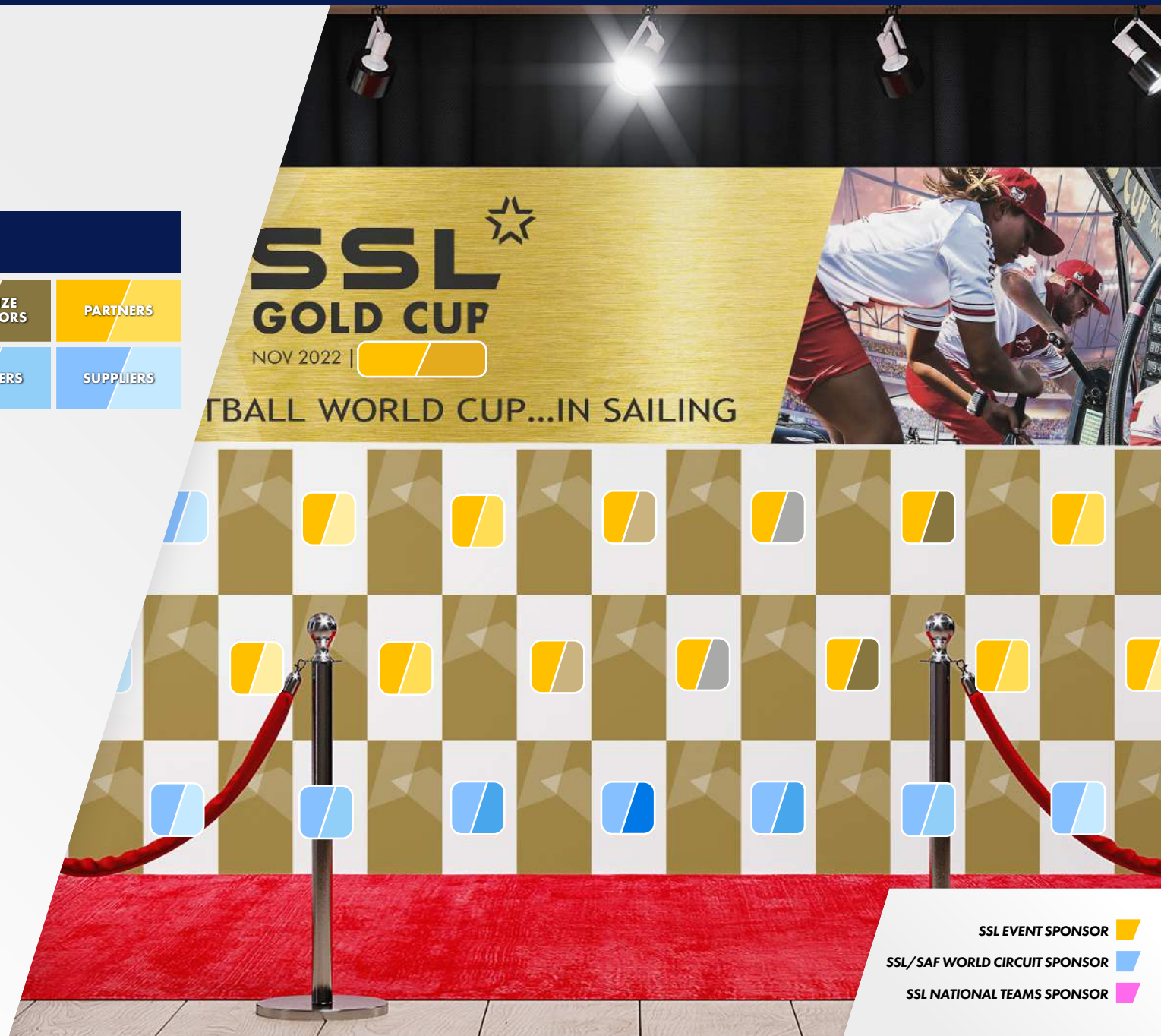


Examples of official ceremonies.

INTERVIEW WALL

1 BACKDROP				
HOST VENUE SPONSOR	GOLD SPONSORS	SILVER SPONSORS	BRONZE SPONSORS	PARTNERS
SUPPLIERS	TIMEKEEPER SPONSOR	SPONSORS	PARTNERS	SUPPLIERS

Every day interviews with sailors and key people in the sailing world will be conducted.



INTERVIEW WALL



Examples of interviews.

PRINTED MATERIALS & BOOKLETS

1	FRONT COVER	HOST VENUE SPONSOR		
2	BACK COVER	SPONSORS		
3	INSIDE PAGES	HOST VENUE SPONSOR		
GOLD SPONSORS	SILVER SPONSORS	BRONZE SPONSORS	PARTNERS	SUPPLIERS
TIMEKEEPER SPONSOR	RANKING SPONSOR	SPONSORS	PARTNERS	SUPPLIERS

Before the event, various printed materials will be produced, including leaflets, brochures, banners, flags, signs. Branding details will be determined on the basis of sponsorship agreements.

A booklet will be produced before the event to explain and promote the project. Visibility of the brands will depend on specified design of the booklet.



PRINTED MATERIALS & BOOKLETS



Example of printed materials - flags.

— BY SAILORS
... FOR SAILORS —

SOCIAL MEDIA & PRESS

- SSL WEBSITES
- SSL NEWSLETTER
- SSL RANKING PAGE
- SSL SOCIAL MEDIA
- TEAM WEBSITE - HEADER
- TEAM WEBSITE - FOOTER
- TEAM SOCIAL MEDIA



Paul Cayard: the American for who made Italy dream.



The second sailor to win the 1993 Sailor of the Year award is also the only one who is not Italian. We are talking about the great Paul Cayard, born in San Francisco on May 19, 1959. Sailing's most famous (and beloved) "mustache" made Italy dream in 1992 when he took Raul Gardini's Moro di Venezia to the America's Cup final against the Americans in San Diego by winning the Louis Vuitton Cup.

Today's Paper Markets Data Events Lists

FINANCIAL REVIEW

What business can learn from sport and the military

Sally Patten BOSS editor

Sep 24, 2020 - 3:30pm

Business leaders wanting to improve their performance should look hard at the military, particularly if the aim is to improve their performance under highly stressful conditions.

It is a timely recommendation from John Bertrand, the outgoing president of Swimming Australia, given company executives are being forced to make critical decisions in the middle of a global pandemic and in the face of huge uncertainty over the outlook for the economy and the impact of disruptive technologies.



KAPETAN ŠIME I KORMILAR TONČI

Dresovi s 'kockicama' pun su pogodak, osjećamo se kao prava reprezentacija

ŠIME I TONČI

Naša ekipa koja nastupa na SSL Gold Cupu, jedinstvenom natjecanju u kojem se sastaju najbolji svjetski regatisti, osjeća se kao prava reprezentacija. Naši dresovi s crno-bijelim kvadratima puni su pogodaka, osjećamo se kao prava reprezentacija. Naši dresovi s crno-bijelim kvadratima puni su pogodaka, osjećamo se kao prava reprezentacija.

Campêo da America's Cup, John Bertrand elogia SSL Gold Cup

Robert Scheidt, Martine Grael e Kahena Kunze são alguns dos brasileiros na competição

A SSL Gold Cup é o maior dos veleiros do mundo com sua formato inovador e participação das melhores equipes de vela do mundo.

O evento, que terá sua grande final no Brasil, em novembro deste ano, reúne mais de 100 regatistas de elite do esporte, como os brasileiros Robert Scheidt, Martine Grael e Kahena Kunze.

Vitorlázás: nagyhajós versenyt indult Erdi Mária

Megkezdte a nagyhajós versenyt a legújabb magyar vitorlázók. Széleskörű a jelölés az SSL Gold Cup A nagyhajós versenyt a magyar csapat egyetemes elnöke Erdi Mária vezetésével indította a szlovéniai városban.

Oman's Star Sailors League team seals stunning victory on Golden Day

Sunday 03/July/2022 12:28 PM

By: Times News Service

Muscat: Oman's Star Sailors League team claimed a stunning victory on the final day of competition on Lake Neuchâtel in Switzerland.

«Grandson sera au cœur de l'action»

La Star Sailors League prépare sa Gold Cup. Il s'agit d'une Coupe du monde qui prendra le départ à Grandson et Genève en 2022. L'événement test s'est terminé dimanche.

Brasil estreia no evento-teste da SSL Gold Cup nesta quarta-feira contra Israel, Omã e Estônia

Robert Scheidt, Martine Grael e Kahena Kunze são alguns dos brasileiros na competição

A SSL Gold Cup é o maior dos veleiros do mundo com sua formato inovador e participação das melhores equipes de vela do mundo.

Belgische Sea Devils Team traint voor de SSL Gold Cup van 2022.

En 1930, le football organise son premier Mondial... En 1973, le tennis découvre l'ère Open... En 2022, la voile entre dans une nouvelle dimension... Grâce à son Classement SSL recensant plus de 100.000 athlètes à travers le monde.

Malaysian sailors chase Ubuntu

With just two days left to the Star Sailors League (SSL) Gold Cup qualifiers in Switzerland, Malaysia will battle down the hatches to overcome a tight race against South Africa.

And it will be 'all hands on deck' for The Monsoon, as the Malaysian team are known, to stay in the fight.

Coupe du monde à Grandson et Genève

La Star Sailors League prépare sa Gold Cup. Il s'agit d'une Coupe du monde qui prendra le départ à Grandson et Genève en 2022. L'événement test s'est terminé dimanche.

LA VOILE ENTRE DANS UNE NOUVELLE ÈRE

En 1930, le football organise son premier Mondial... En 1973, le tennis découvre l'ère Open... En 2022, la voile entre dans une nouvelle dimension... Grâce à son Classement SSL recensant plus de 100.000 athlètes à travers le monde.

البحرين تستضيف نهائيات عالمية الكأس الذهبية للشرع

البحرين تستضيف نهائيات عالمية الكأس الذهبية للشرع. البحرين تستضيف نهائيات عالمية الكأس الذهبية للشرع.

Wilki Morskie z SSL Team Polska zdobywają trzecie miejsce podczas SSL Gold Cup Test Event

Wilki Morskie z SSL Team Polska zdobywają trzecie miejsce podczas SSL Gold Cup Test Event. Po emocyjnym, pełnym zwrotów akcji finale, polska załoga finiszuje na podium w regatach w szwajcarskim Grandson. Wygrał zespół szwedzki a drugie miejsce zajęli Szwedzi.

La «Coupe du monde» à Grandson

Yves a la belle mer et nous le savons la toute première édition de la SSL Gold Cup, nouvelle compétition qui couronnera la saison vélique internationale du 2022.

Luis Doreste representó a España en la presentación de la SSL Gold Cup en el Museo Olímpico de Lausanne

Otros capitanes como Robert Scheidt (Brasil), John Bertrand (Australia) o Paul Cayard (USA), entre los más destacados

Diğer Sporlar

SSL Team Türkiye, Bahreyn biletini son anda kaçırdı

15 Haziran 2022 Çarşamba 20:04 - Son Güncelleme 16 Haziran 2022 Perşembe 00:27 | Kaynak: TRT SPOR

Dünyanın dört bir yanından gelen yetkencileri, İsviçre'nin Neuchâtel Gölü'nde buluşturan 'Yelken Dünya Kupası SSL Gold Cup' elemelerinde mücadele eden SSL Team Türkiye, Bahreyn'deki finalere gitme şansını son anda kaybetti.

A LEAGUE OF ITS OWN

The Star Sailors League Gold Cup, described as the Football World Cup of Sailing, aims to establish the world's best sailing nation. South Africa has signed to be represented too.

SSL GOLD CUP

Hrvatska jedrilica reprezentacija predvođena braćom Fantelom i Tončijem Stipanovićem osvaja prvo mjesto na regati u Švicarskoj

OSIAS

Hrvatska jedrilica reprezentacija predvođena braćom Fantelom i Tončijem Stipanovićem, osvaja prvo mjesto na regati u Švicarskoj u ekipu otpremnu sa natjecanja Švicarske reprezentacije predvođene braćom Fantelom i Tončijem Stipanovićem.

«Ecco la Coppa del Mondo dei velisti»

Oggi a Lussino la vernice ufficiale con l'applauso di Bruni: «Barche Star agguai, vince chi è più bravo»

2021

16

LIBERO

Videos Actualidad

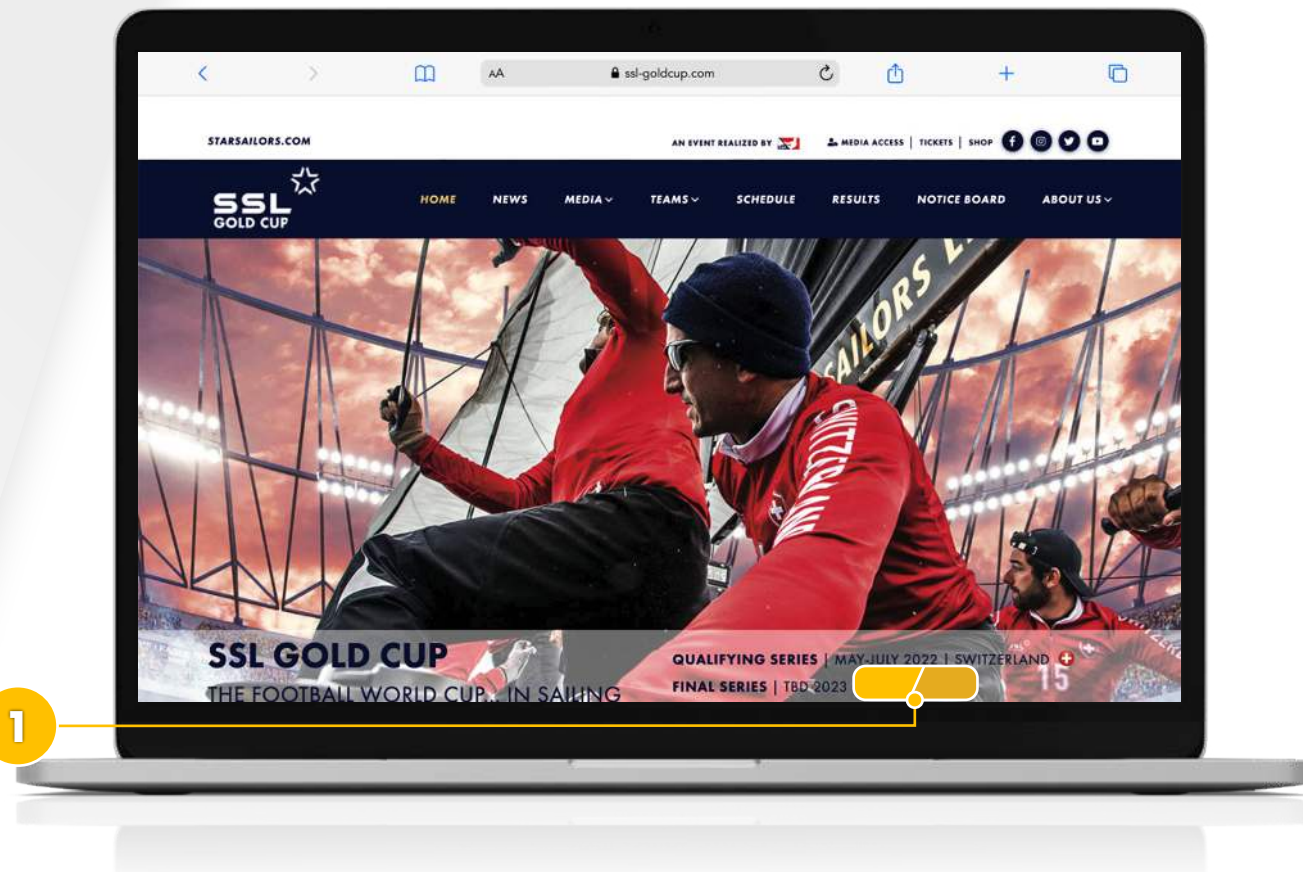
SSL GOLD CUP

SSL EVENT WEBSITE

1 HEADER

HOST VENUE SPONSOR

Header of the event home page will present Host Venue as a name and country flag.



SSL EVENT SPONSOR
SSL/SAF WORLD CIRCUIT SPONSOR
SSL NATIONAL TEAMS SPONSOR

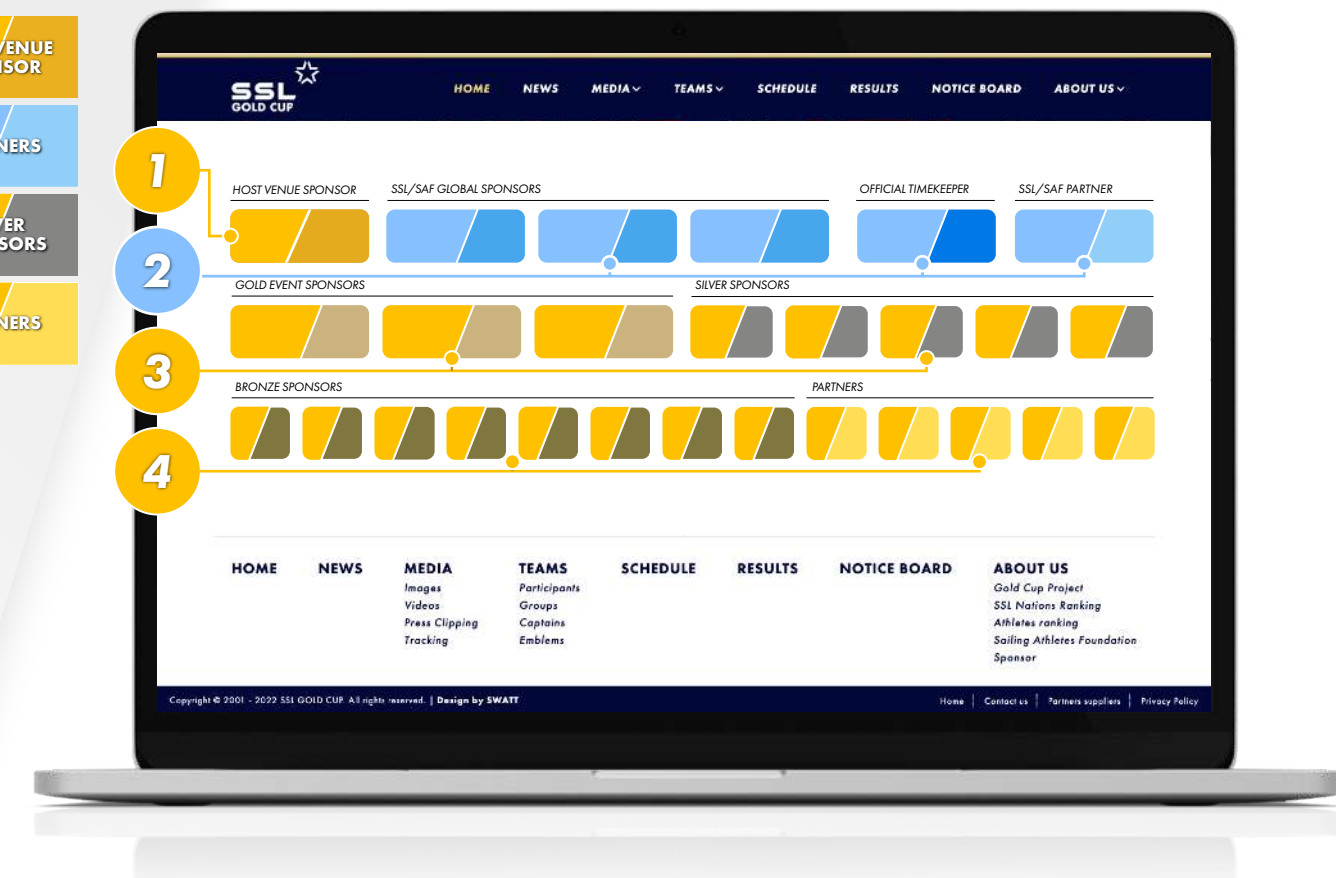
SSL EVENT WEBSITE

1	1 ST ROW			HOST VENUE SPONSOR
2	1 ST ROW	TIMEKEEPER SPONSOR	SPONSORS	PARTNERS
3	2 ND ROW		GOLD SPONSORS	SILVER SPONSORS
4	3 RD ROW		BRONZE SPONSORS	PARTNERS

Footer of SSL Event home page will present logos of all sponsors.



SSL EVENT SPONSOR
SSL/SAF WORLD CIRCUIT SPONSOR
SSL NATIONAL TEAMS SPONSOR



NEWSLETTER



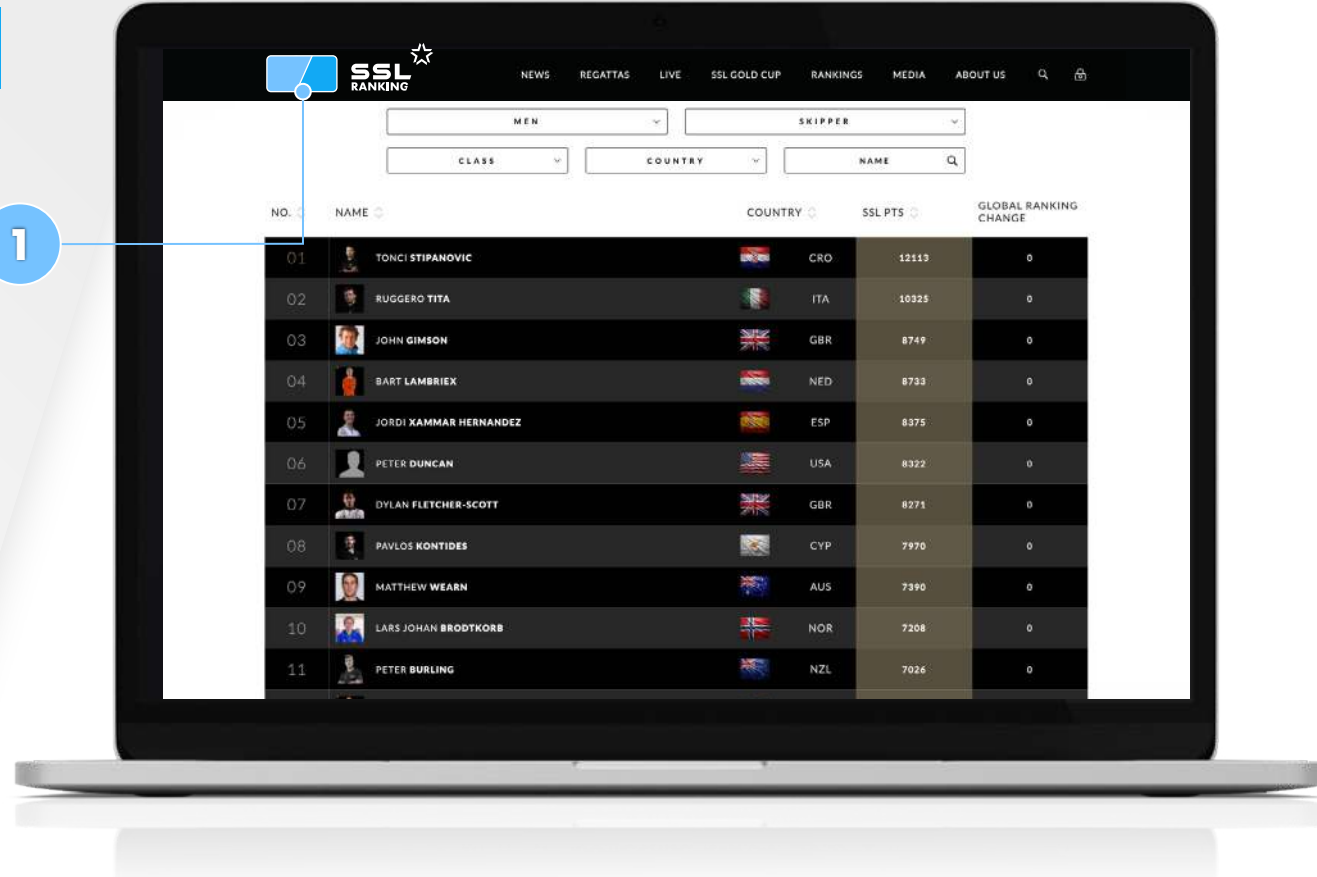
Newsletter is sent once every month. Depending on the sponsorship agreements, it is possible to place the logo in the header and footer, as well as to place an advertising banner in the content of the newsletter.



SSL RANKING



Header of SSL Ranking page will present Ranking Sponsor logo.

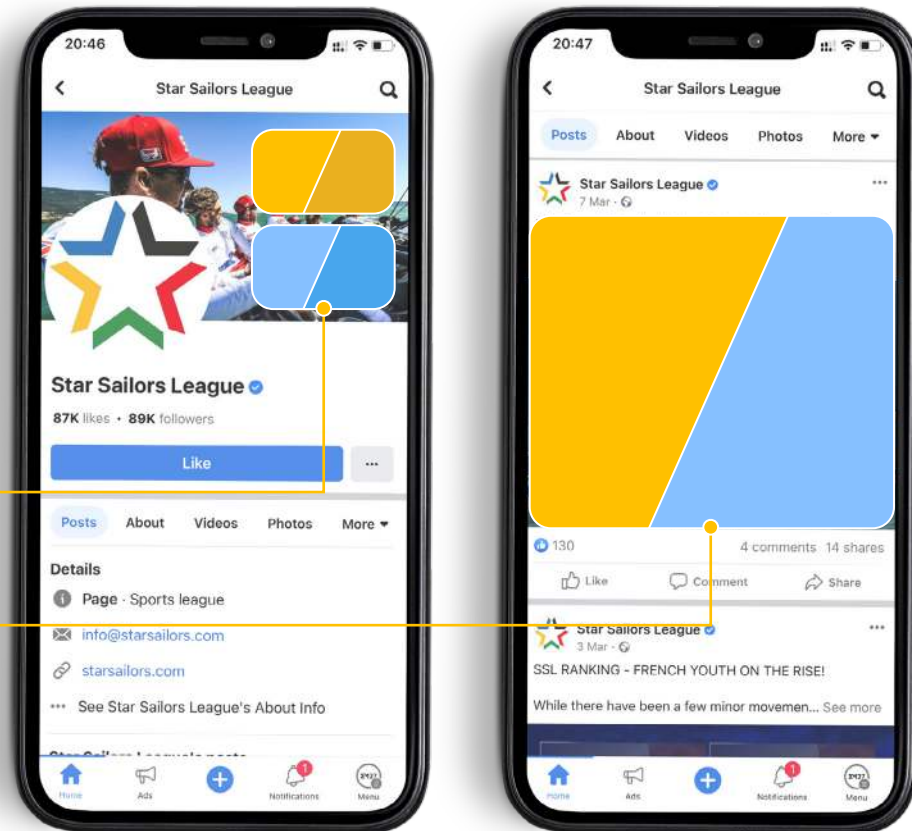


SSL FACEBOOK & TWITTER

1	COVER	HOST VENUE SPONSOR	SPONSORS			
2	POST					
		HOST VENUE SPONSOR	GOLD SPONSORS	SILVER SPONSORS	BRONZE SPONSORS	PARTNERS
		TIMEKEEPER SPONSOR	RANKING SPONSOR	SPONSORS	PARTNERS	

Branding details will be determined on the basis of sponsorship agreements.

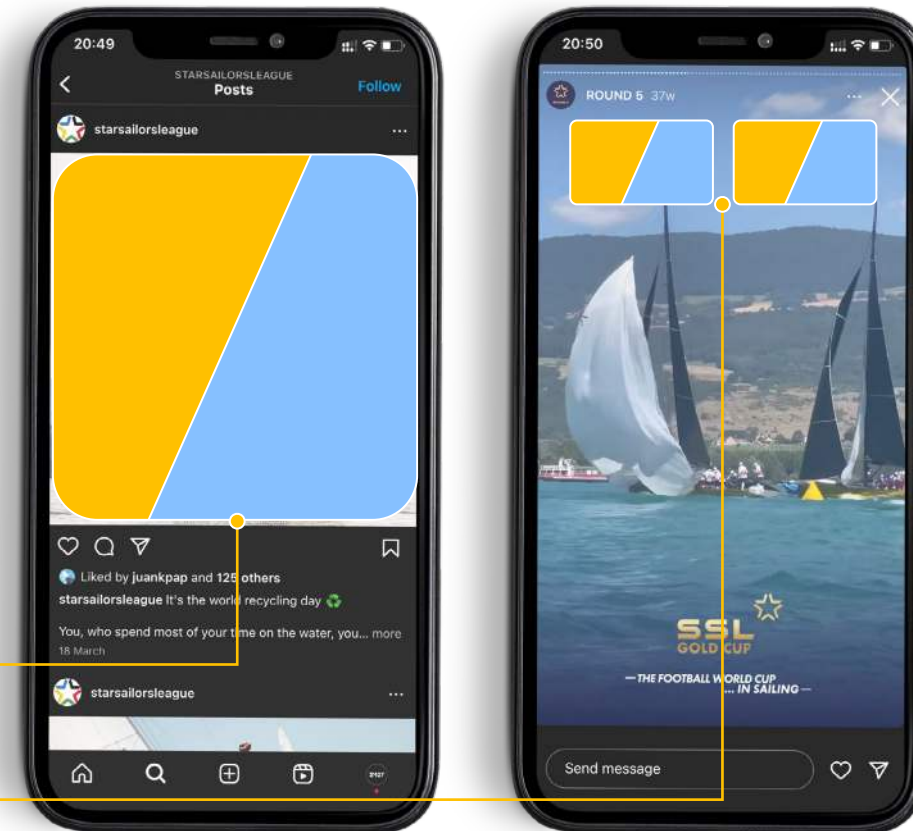
1. Host Venue sponsors will be displayed on the cover at least during the event.
2. Posts won't be direct sponsoring with logos but more custom activations.



SSL INSTAGRAM & TIKTOK

1	POST				
2	STORIES/REELS				
HOST VENUE SPONSOR		GOLD SPONSORS	SILVER SPONSORS	BRONZE SPONSORS	PARTNERS
TIMEKEEPER SPONSOR		RANKING SPONSOR	SPONSORS	PARTNERS	

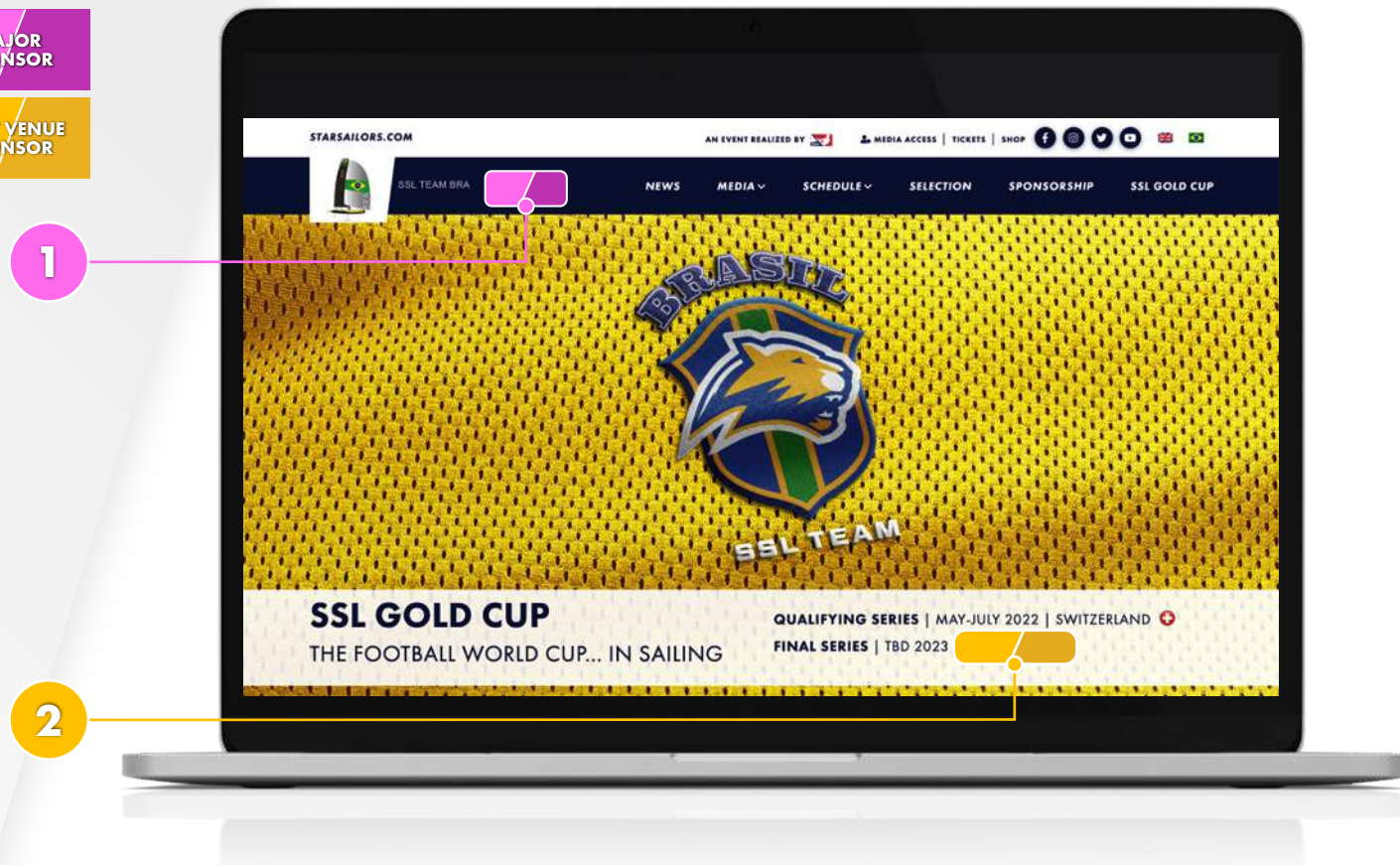
Branding details will be determined on the basis of sponsorship agreements. Posts and stories/reels won't be direct sponsoring with logos but more custom activations.



TEAM WEBSITES

1	MENU	MAJOR SPONSOR
2	BANNER	HOST VENUE SPONSOR

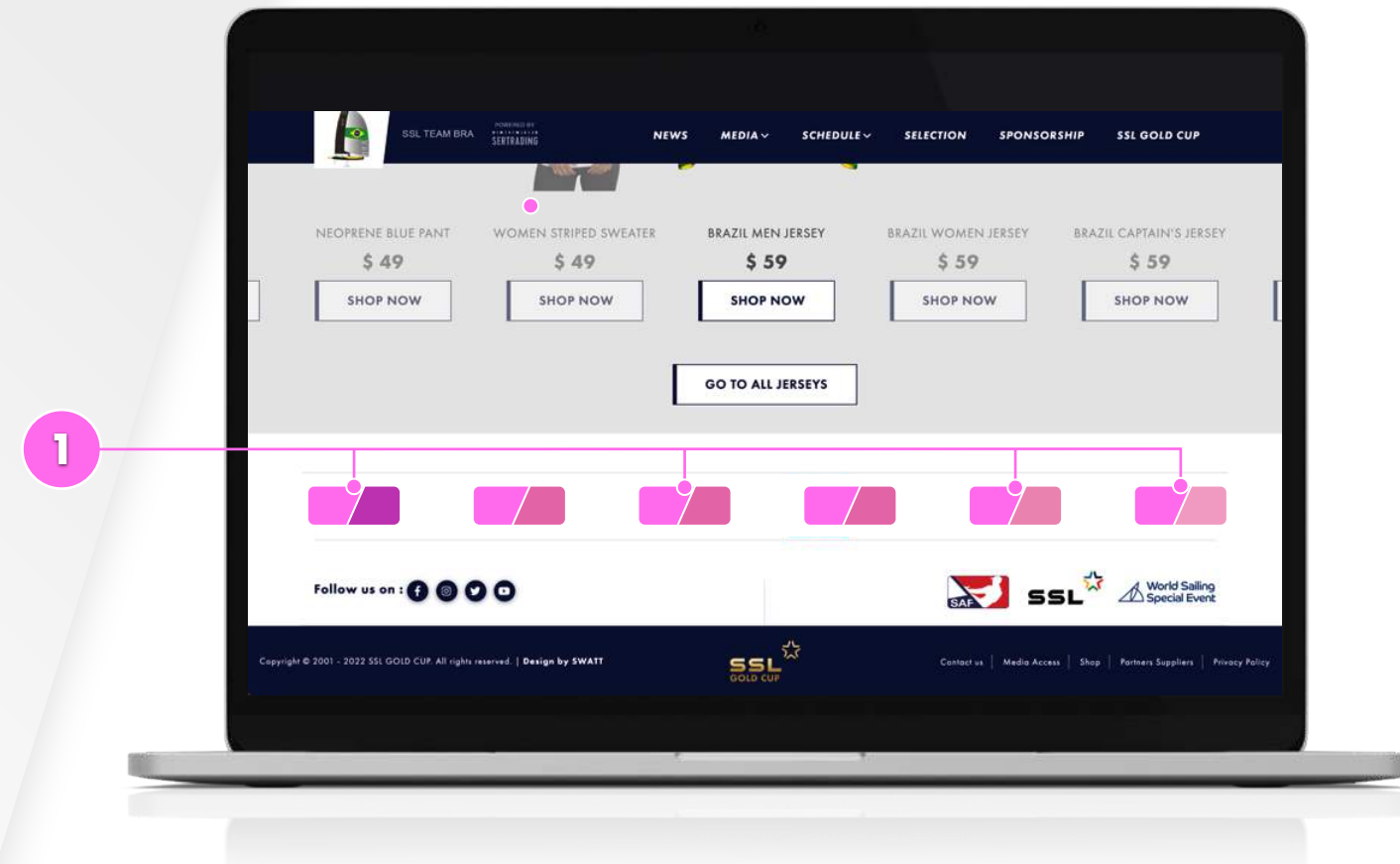
Header of Team website will present Team Major Sponsor logo and Host Venue as a name and country flag. Team Major Sponsor logo must be in a horizontal monochrome format. Branding presence of Team sponsorships that do not conflict with any exclusivity granted to any Commercial Rights partner.



TEAM WEBSITES

1	FOOTER		
MAJOR SPONSOR	SPONSORS	PARTNERS	SUPPLIER

Footer of Team website will present all Team Sponsor logos.

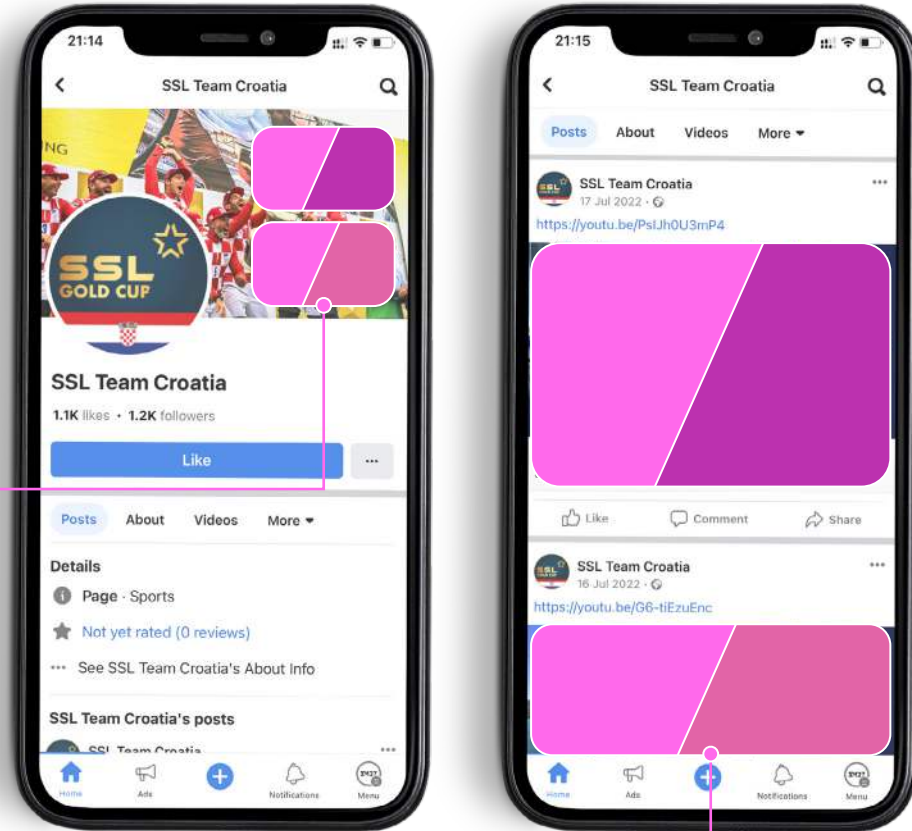


TEAM FACEBOOK

1	COVER		MAJOR SPONSOR	SPONSORS
2	POST	MAJOR SPONSOR	SPONSORS	PARTNERS

Branding details will be determined on the basis of sponsorship agreements.

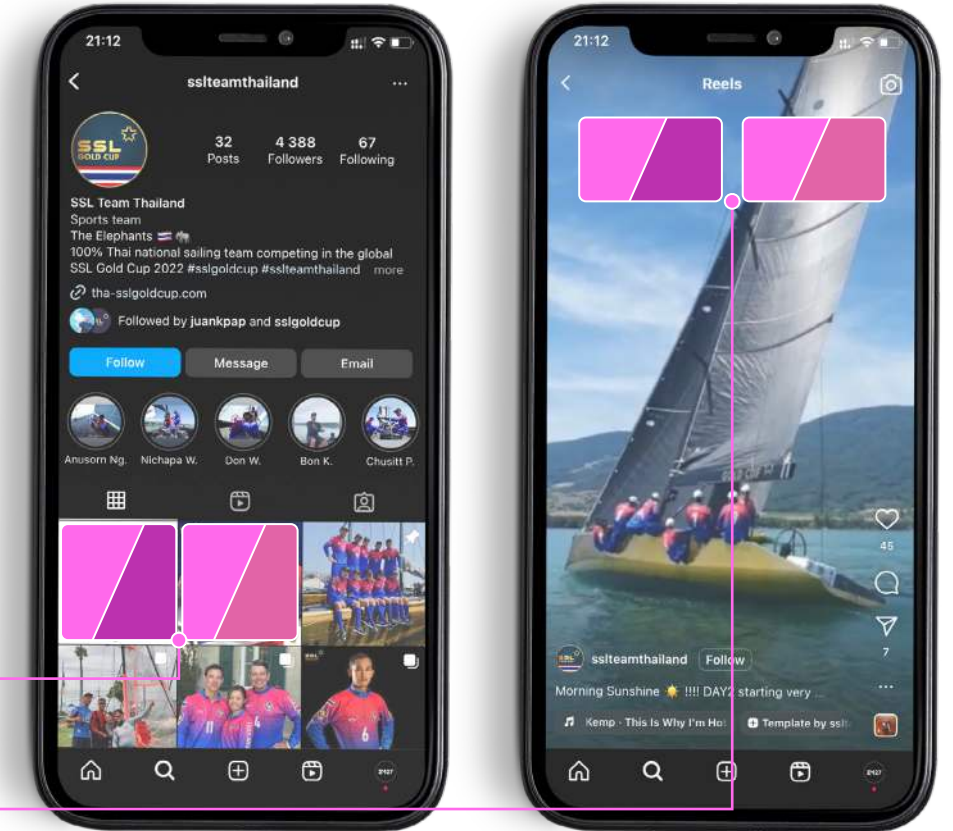
1. Host Venue sponsors will be displayed on the cover at least during the event.
2. Posts won't be direct sponsoring with logos but more custom activations.



TEAM INSTAGRAM

1	POST	MAJOR SPONSOR	SPONSORS
2	STORY/REELS	MAJOR SPONSOR	SPONSORS

Branding details will be determined on the basis of sponsorship agreements. Posts and stories/reels won't be direct sponsoring with logos but more custom activations.



— BY SAILORS
... FOR SAILORS —

VIP EXPERIENCE & VILLAGE

- MEETING WITH ATHLETES
- VIP - CORPORATE SAILING
- KIDS PROGRAMME
- VILLAGE



MEETING WITH ATHLETES



VIP - CORPORATE SAILING



KIDS PROGRAMME



VILLAGE

1 EXHIBITING IN THE VILLAGE			
HOST VENUE SPONSOR	GOLD SPONSORS	SILVER SPONSORS	BRONZE SPONSORS
PARTNERS	SUPPLIERS	VILLAGE	TIMEKEEPER SPONSOR
SPONSORS	PARTNERS	SUPPLIERS	

All sponsors of the SSL event and the SSL/SAF world circuit have the opportunity to exhibit in the village of the competition. Details and price need to be discussed.



— BY SAILORS
... FOR SAILORS —

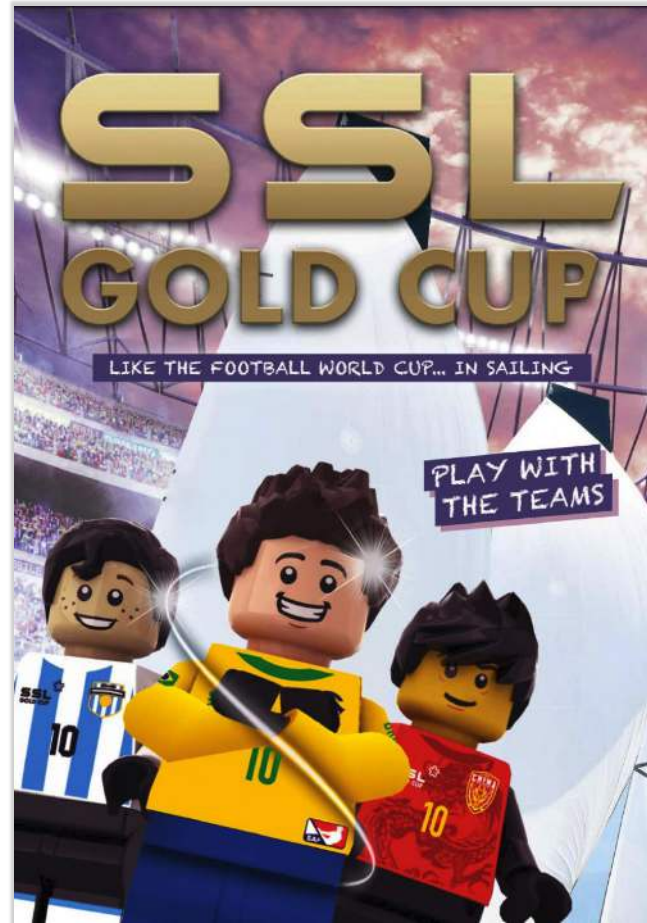
CREATIVE ACTIVATIONS

- BRANDED BRICKS TOY
- PANINI ALBUM
- POSTER CALENDARS
- SAILOR'S BOX

SSL 



BRANDED BRICKS TOY



PANINI ALBUM

1	FRONT COVER	HOST VENUE SPONSOR
2	TEAM PAGE	MAJOR SPONSOR SPONSORS
3	SSL GOLD CUP PAGE	SPONSORS

In collaboration with Panini, SSL creates an online album and stickers with sailors, in the same way as it is done during the FIFA World Cup. There are many branding opportunities in the album for sponsors and partners.



SSL POSTER CALENDARS

1	FRONT PAGE	SPONSORS
2	MONTH PAGE	SPONSORS
3	SSL PAGE	SPONSORS

SSL Calendars for 2024 will be produced in December 2023.



SSL EVENT SPONSOR
SSL/SAF WORLD CIRCUIT SPONSOR
SSL NATIONAL TEAMS SPONSOR

TEAM POSTER CALENDARS

1	FRONT PAGE	MAJOR SPONSOR	SPONSORS
2	TEAM PAGE	MAJOR SPONSOR	SPONSORS
3	SSL PAGE	TIMEKEEPER SPONSOR	SPONSORS
4	MONTH PAGE	MAJOR SPONSOR	SPONSORS

Calendars for 2024 will be produced for each team. Each page has space for Sponsor branding.



SSL EVENT SPONSOR
SSL/SAF WORLD CIRCUIT SPONSOR
SSL NATIONAL TEAMS SPONSOR

SAILOR'S BOX



Sailor's Box is a room dedicated to video recordings. In this room, guests answer questions displayed on the screen, which relate to various topics, so it is also a space where it is possible to place a sponsor.



SAILOR'S BOX





ANTOINE RAYNARD
SPONSORSHIP MANAGER
+34 656 642 934
ANTOINE.RAYNARD@STARSAILORS.COM

CORINNE MCKENZIE-ROLLAND
SSL PUBLIC RELATIONS
+33 6 70 10 18 13
CORINNE.MCKENZIE@STARSAILORS.COM

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WATCH SOME ACTION



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World Sailing
Special Event

— SSL CIRCUIT & SSL GOLD CUP ARE
... WORLD SAILING SPECIAL EVENTS —